

# CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

PHARMACY update  
MULTIPLE CHOICE QUESTIONS

11 May 1996

## Call for pharmacist drug misuse pilots

Practice to People: a chance to shine



## Tanna to canvass on standards tribunal

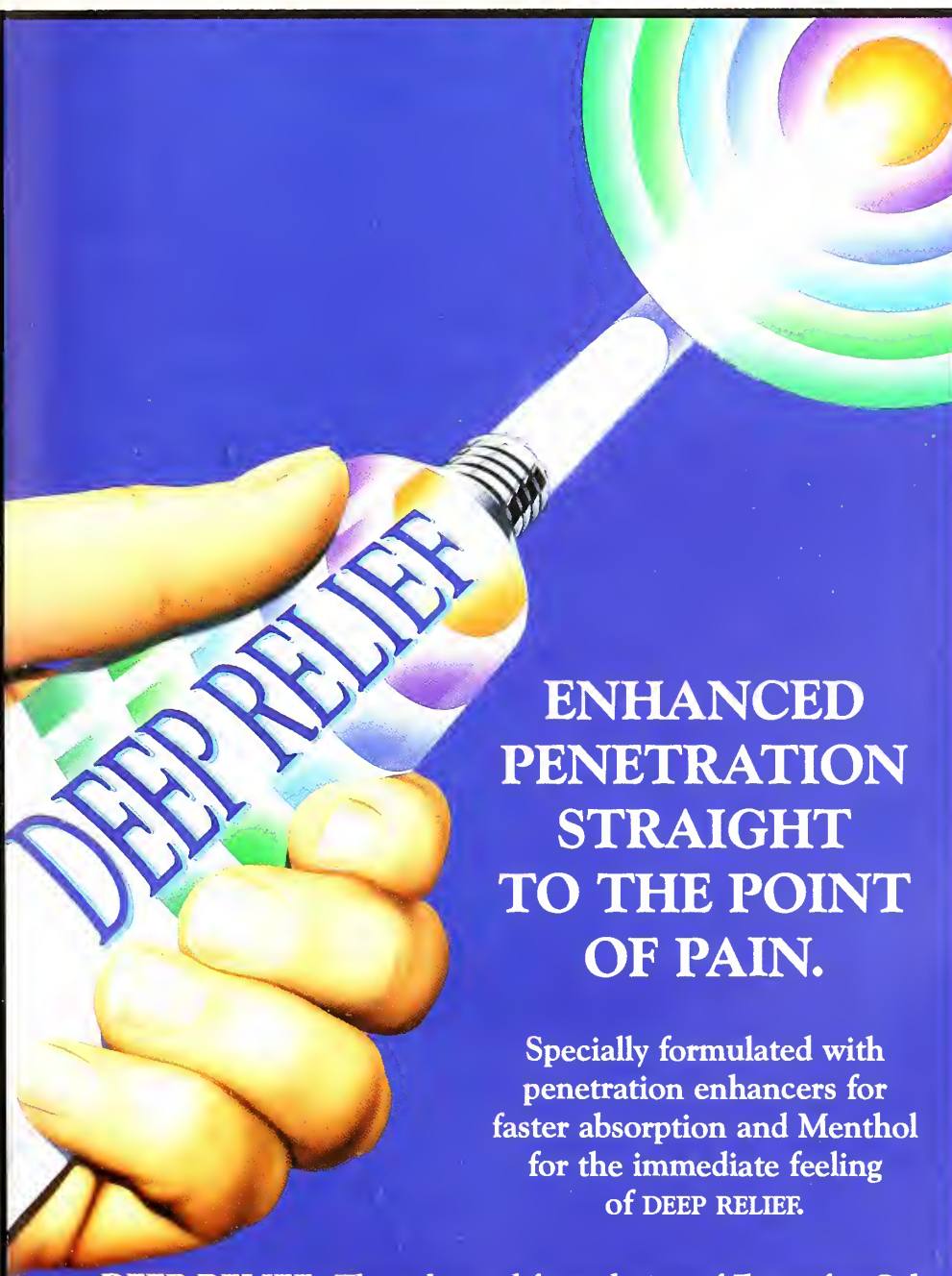
The pharmacy that got the creamery ...

JIC drops pharmacist salaries – rest up 2.7pc

Seven Seas becomes UK OTC base for Merck

Tax ruling on locum insurance premiums

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A member of the Sime Darby group





Are pharmacists less committed now to the professional side of their businesses than they have been in the past? There is little evidence to suggest this is the case, despite a steady erosion of the reward for NHS work. Arguably the precise opposite is true. The Government's drug task force has, by all accounts, been surprised at pharmacists' involvement in tackling drug misuse (p640). Pharmacists have long suspected that their work in other areas has been undervalued, but have struggled to produce evidence of its worth. The health service reforms have forced contractors to examine more acutely than ever before what they are doing to earn their crust from the NHS. It has not been a pleasant experience, with the Government expecting ever-greater productivity in the dispensary on the one hand, while directing contractors into new roles (which it is reluctant to properly finance) with the other. Your averagely-elastic pharmacist is finding it increasingly difficult to cope with the existing demands on his time, but there are many who have profited (professionally if not financially) from the experience to find and develop new ways of working with patients and other healthcare professionals.

This week *C&D*, in conjunction with Glaxo Wellcome, launches the 1996 Practice to People Awards, with the intention of encouraging such people to share their experiences and ideas with others. With three major prizes on offer (for details see p642), the Awards provide a shop window for those pharmacists who are making their mark in the new primary care-led NHS. In a profession which prides itself on the regular and intimate contact a local pharmacy has with its community, the importance of innovative ideas developed and put into practice at local level cannot be underestimated.

## CHEMIST & DRUGGIST

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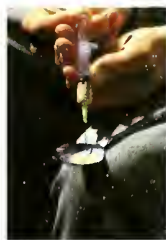
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# CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

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# Profession approves drug task force suggestions

Pharmacy bodies have welcomed the Government's recognition of the potential role of pharmacy in tackling drug abuse (*C&D* last week, p600).

In a series of recommendations by the drug task force, pharmacies are seen as having the potential to offer extended services to drug misusers, including controlled drug supervision, comprehensive needle exchange services and delivery of health promotion. The Department of Health is also urged to consider setting up pilot projects to investigate furthering this "untapped potential", rather than forcing changes upon pharmacists.

Roger Odd, head of the Royal Pharmaceutical Society's practice division, which was consulted on the document, says the task force was surprised at the level of pharmacist involvement. This is echoed in the report by the comment "we were impressed by the current commitment of many pharmacists".

Mr Odd expresses his approval for the pilot projects. "I think it's

quite illuminating that they put in a recommendation to do pilot projects. Anything which can show what the pharmacist can do is a good thing."

Another consultee, Jeremy Clitherow, chairman of Liverpool Local Pharmaceutical Committee, sees the recommendations as a green light for pharmacy. "It identifies the health gains available through community pharmacy," says Mr Clitherow.

He adds that the report's recommendation that there should be comprehensive syringe exchange facilities using community pharmacies makes pharmacy "the focal point, making contact with users and passing them on to a more specialised agency".

The Pharmaceutical Services Negotiating Committee's secretary, Steve Axon, says: "Overall it is encouraging to see that pharmacists do provide such an excellent service to patients and hopefully that will be rewarded."

Colette McCreedy of the National Pharmaceutical Association says the NPA is "pleased to

learn that the Department may put more resources into the scheme and hopes that pharmacists are included in the plans".

The task force based its recommendations on pharmacist evidence and the results of a Doll-funded survey of changing attitudes towards pharmacy services of drug misusers, which shows "encouraging signs of growing involvement", the report notes.

The survey found that 51 per cent of more than 7,000 English and Welsh pharmacies questioned dispensed for addicts, up from 23 per cent in 1988; 19 per cent were involved in needle exchange, with a further 36 per cent saying they would get involved if an exchange was set up in their area; and 35 per cent were selling injecting equipment, with another 11 per cent willing to do so.

On the negative side, 15 per cent thought drug misusers had an adverse effect on business; 72 per cent felt they needed training; and only 38 per cent felt they could approach others for help.

## Make progress with Counterpart

This week's issue contains an important 'progress' questionnaire for assistants using the Counterpart Pharmacy Assistants Development Programme.

Assistants will have to complete Progress MCQ 14 as part of the certification process. It provides a further check on the knowledge elements included in Modules 1-9 of the course.

The July 1 deadline for having counter assistants trained – or at least undertaking an accredited course is approaching fast.

If you have not registered your assistants yet, there is another chance to enrol them on the most cost-effective course available to *C&D* readers. Thanks to the generosity of Whitehall Laboratories, the course is supplied free to subscribers. Details of how to enrol are on p660.

## Listening report due in summer

The health minister, Gerald Malone, will publish the results of his primary care listening tour in the early summer.

The report will describe generally-agreed guiding principles for the outcome of primary care services and identify common issues which need to be addressed.

It will also "set the scene for the next stage of the debate", says the Department of Health, which will examine the responses and solutions needed to deliver the services people say they want.

This consultation will take place over the summer, with Mr Malone visiting every region to hear the views of professionals and managers on what needs to be done to promote the development of primary care services.

All information will be pooled into local and national proposals to be produced by the end of the year.

## Pharmacy closure trend switches

After two months of net closures, March saw a rise of 15 pharmacies opening for trade.

With 60 openings, including five restorations and 45 deletions, the total number of registered premises now stands at 12,217.

Boots has opened two more pharmacies in airports – one on the main concourse in Stanstead,

which does not have an NHS contract, another in Heathrow terminal three departure lounge.

Superdrug continues to grow, with three more in-store pharmacies. In contrast, Lloyds Chemists saw an overall loss of five premises. Hospital pharmacies were also on the march in March, with three new openings.

## Burr calls for ethical ads

Council member Andrew Burr has called for all pharmacy job advertisements to comply with the Code of Ethics.

The motion, to be debated at the Royal Pharmaceutical Society's annual general meeting on May 15, demands that job advertisements in the pharmaceutical press must state that the position complies with obligation 6.5 of the Code, which governs employee conditions.

Mr Burr says: "We are increasingly concerned at the pressures that are placed on employee pharmacists who are being asked

to work increasing hours, which is unacceptable."

The move will require that all advertisements comply with advertising law and any breach will be dealt with under these regulations. It will also push the Society into providing guidance on obligation 6.5.

Other two motions are: Council members must not lead the membership to believe they support a particular view when they do not (John Gentle); and to reconsider the decision to alter the format of the branch representatives meeting in 1997 (William Brookes).

## PSNC presses for MP push

The Pharmaceutical Services Negotiating Committee is stepping up the campaign to get contractors to write to MPs.

Chairman Wally Dove writes in a letter to contractors: "PSNC has been working hard to pressurise the Government to improve remuneration and late payment and to safeguard Resale Price Maintenance. Under my chairmanship, I can assure you that the effort will be stepped up."

As this redoubling of effort requires contractor input, PSNC has issued guidance on the points to be covered in letters to MPs.

## April's Update MCQ with this issue

This week's issue carries the multiple choice question paper relating to **Pharmacy Update** courses carried in April. These include:

- Constipation (April 6)
- Methadone and methadone supervision (April 20).

Pharmacists who wish to have their answers to each **Update** module independently marked and certificated can register to

use *C&D*'s interactive telephone marking service. The cost is \$12.50 (plus VAT). This will allow access, via a PIN, to all College of Pharmacy Practice-accredited modules published during 1996. A faxback service for back copies of accredited articles is available on 0891 444791.

This service is supported by Johnson & Johnson MSD Consumer Pharmaceuticals.



# Tanna to call for referendum on a standards tribunal?

Dulwich pharmacist Ashwin Tanna wants to canvass pharmacist opinion on the Royal Pharmaceutical Society's setting up of a pharmacy standards tribunal.

He fears that the Society's Council has acted without the consent of the majority of the membership and is interested in initiating a referendum or special general meeting on the matter.

Mr Tanna argues that, although Council acted according to the bylaws in giving a 60-day consultation period, of the 17 pharmacists who responded, the majority objected, yet Council still rubber-stamped the tribunal's set up.

"It's the unanswerability of Council I disagree with," says Mr Tanna. "Nowhere in the bylaws, when they were published, did Council say 'if you disapprove, you could write to Council'."

The Society's secretary and registrar, John Ferguson, disputes Mr Tanna's arguments, saying that of the 17 responses, only two opposed the tribunal. "The majority," says Mr Ferguson, "were concerned about the position of the employee pharmacist, but we would not blame a pharmacist who was not responsible. Many of those agreed with the tribunal."

Mr Ferguson adds: "We are not

talking about something that has been swept under the carpet here, it's something that has been in the domain for some years and I do not think Mr Tanna is right in saying the membership did not know it could write [voicing its disapproval]."

The Privy Council has yet to approve the standards tribunal, a decision that Mr Ferguson does not expect for a number of months.

Mr Tanna had written to the Society's Privy Council to ascertain that Council was right to take this course of action. The Privy Council replied that it was an internal matter.

## YPG hits back at hustings criticism

The Young Pharmacists' Group has hit back over criticism of its Council candidate hustings, which was cancelled this year through poor candidate attendance (*C&D* April 20, p516).

YPG chairman Andrew Burr defends the concept of the event, saying: "The overwhelming majority of Royal Pharmaceutical Society members do not vote because they do not know many, if any, of the candidates standing. Any event that seeks to make the membership more aware of candidates' views should be welcomed."

However, he believes candidates feel their attendance will have little influence over whether they are elected.

Mr Burr adds that the YPG has continued to campaign for the Society to organise the event. "The current system continues to favour existing Council members, which does not necessarily equate to the best-equipped pharmacists to lead our profession."

● YPG is highlighting the need for standardised modified release preparations in an insert in this week's *C&D*. Sponsored by Lorex Synthelabo, the leaflet is intended to draw pharmacists' attention to the problem, part of the YPG's action area.

Mr Burr says: "We are supposed to be the experts in medicine and this is a good place to start."

## Crawley Downs dispute taken up with local council

The proprietor of a pharmacy at the centre of a boycott campaign by Crawley Downs residents has taken up the issue with Worth Parish Council.

Ramesh Sutaria met members of the parish council committee to discuss how the dispute could be resolved, without resorting to a review of the controlled locality status, which determines rurality in terms of healthcare amenities.

Mr Sutaria said that he had tried to resolve the situation without outside help, but no progress had been made and he felt the dispute was putting a strain on relationships between health professionals, patients and community.

He found the boycott committee's latest demands to see his business accounts and plans to be "unnecessary and unacceptable, particularly in the face of obstructions from the committee".

The parish committee will discuss the matter on May 13.

● A Gloucestershire pharmacy has been threatened with a patient boycott. Robert Davies' pharmacy in Sedbury opened on April 1, triggering fears that the village's two dispensing doctor practices would be forced to close when they lose their dispensing income in October.

But Mr Davies says that, despite local media reports, the boycott is not much in evidence. "We have had a lot of praise, with people wondering how they have survived without a pharmacy."

## NPA sponsors expert voice at GP conference

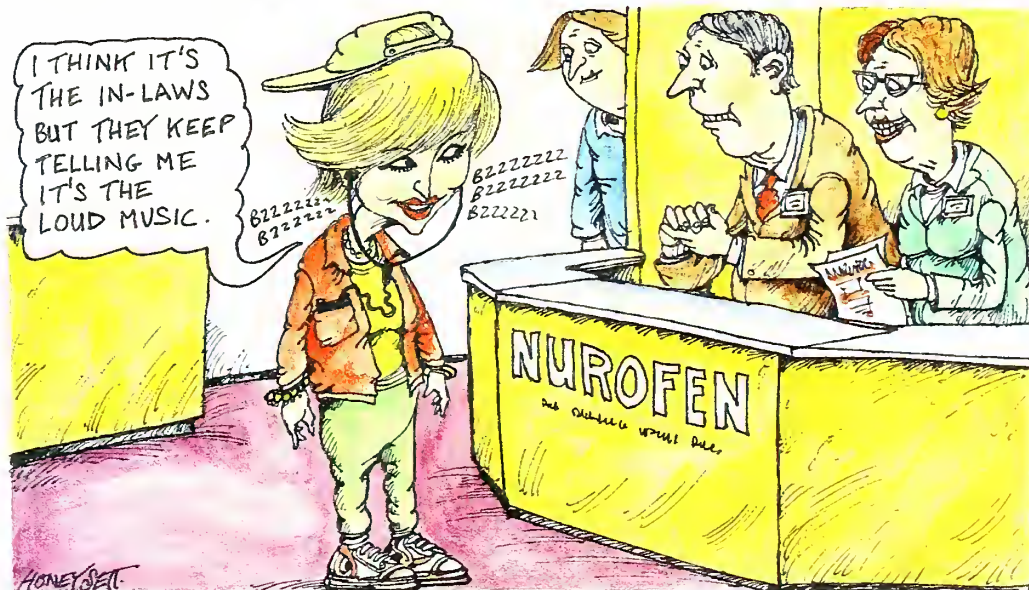
The pharmacist's voice at the General Practice Conference was sponsored by the National Pharmaceutical Association.

A panel of experts alerted practice managers to the role of the pharmacist in offering new prescribing systems, such as repeat prescribing and extended services, including items such as

formulary development and warfarin clinics.

The panel at the conference included Peter Marshall (NPA board member and deputy chairman of Numark), Lynn Longridge (a practice manager from Gloucestershire) and Rebecca Neal (NPA representative from Hemel Hempstead).

## Cosmo lifestyle has its fair share of headlines



The typical *Cosmo* woman is career-orientated and self-assured, but she is a victim of her own success, with headaches and stress going hand in hand with work and money.

More than four-fifths of the 7,500 women questioned at the

*Cosmopolitan* Show in London suffered from headaches. Computers were sited as a trigger by 40 per cent of sufferers, drinking by 41 per cent, with 8 per cent revealing a weekend with the in-laws as the root cause. A quarter of women said loud music brought

on their headaches. Trigger foods included citrus fruits, chocolate, sugar, coffee and peanut butter.

The survey was carried out by the Nurofen team, which included pharmacist Claire Powell, on hand to answer questions and offer advice on painkillers.



# From Practice to People

Is the professional service you offer from your pharmacy moving with the times? Are you doing your bit to help create the multidisciplinary primary care team envisaged for the health service of the future? If you can relate how you are forging links with other healthcare workers, the Glaxo Wellcome/*Chemist & Druggist* Community Pharmacy Award offers you an opportunity to win a major prize

## Win a major prize



GlaxoWellcome

**CHEMIST & DRUGGIST**  
THE AUTHORITY FOR PHARMACY

**T**he way primary care is practised is changing fast. The demarcation lines between the health professions are breaking down and the shift to GP fundholding promises to change radically the way healthcare services are delivered to patients.

Community pharmacy practice is adapting to the changes local purchasing is bringing. Pharmacists are competing with others to show that their unique expertise can bring benefits to the primary healthcare team.

At a higher level, ministers are urging health professionals to put their talents to more imaginative and beneficial use – to make the multidisciplinary team less of a think-tank slogan and more of a reality.

With this in mind, we want you to tell us how you are forging links with other health professionals to the benefit of patients, others in the primary care team and your own business.

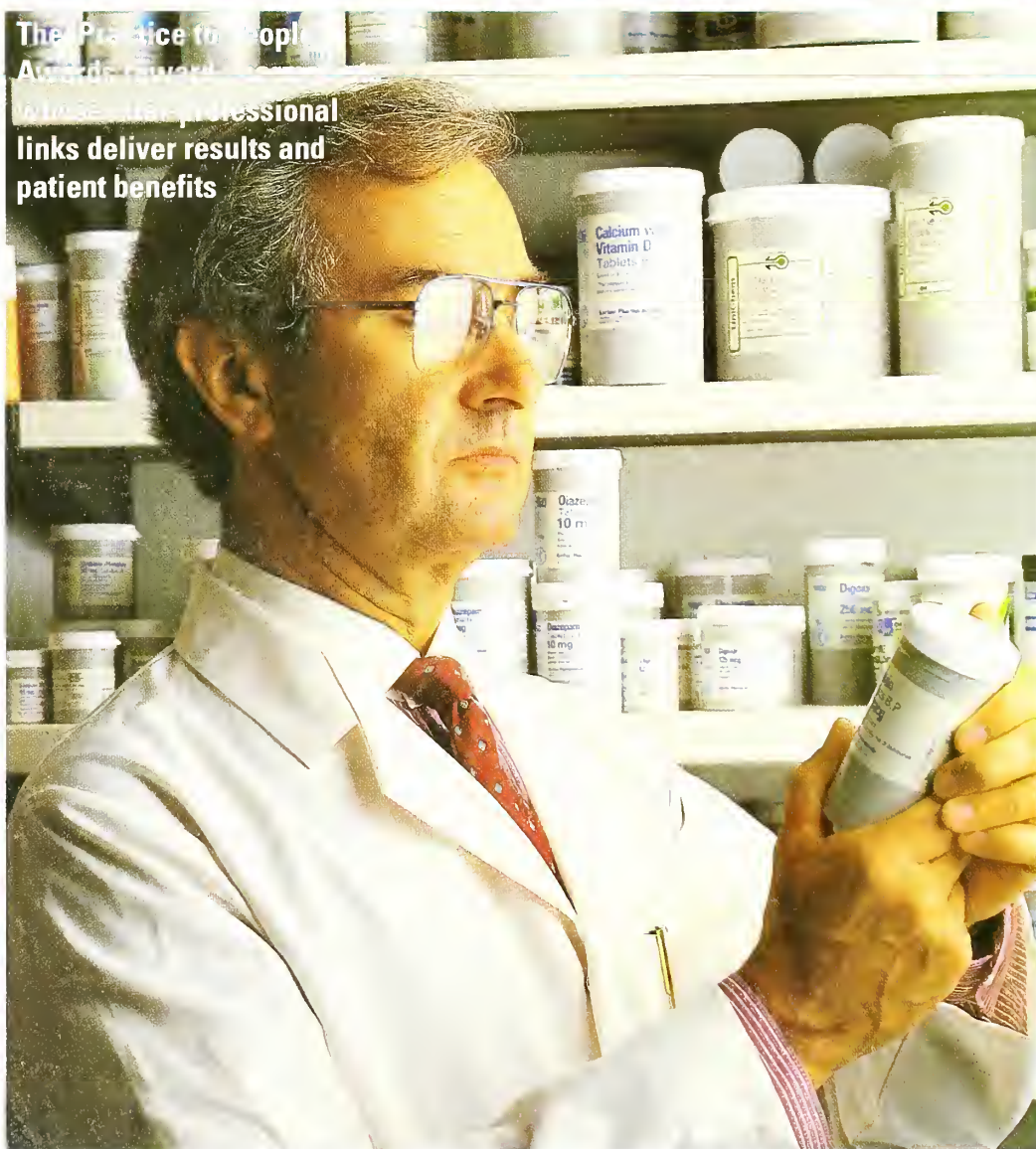
### How to enter

You can enter the award if you practise as a community pharmacist anywhere in the UK. You should explain, in an essay of 1,000 words, how the liaison you have forged was conceived, how it operates and the benefits it delivers.

The following examples may serve as a guide to pharmacists wishing to enter. The list is by no means exhaustive:

- you may be liaising regularly with your local GP practice to provide prescribing advice or diagnostic services
- you may be co-operating with hospital pharmacists over medication for patients when they are discharged
- you might have encouraged other healthcare professionals, such as chiropodists or opticians,

The Practice to People Awards reward those whose professional links deliver results and patient benefits



to share your premises

- you might have linked up with social services to provide care in the community for the mentally ill
- you may operate clinics, eg for diabetics, in conjunction with other health workers

- you may be co-operating with health education advisers at health authorities to deliver specific advice or services, eg smoking cessation workshops, to the public.

You may include practice leaflets and other relevant lit-

erature to support your entry, and also photographs which illustrate an aspect of the service you offer.

The closing date for entries is July 31, 1996.

The judges will be looking for innovative ideas, evidence of





Share your success with your peers and win a prize which will broaden your horizons

patient benefit, business planning and quality of service.

## The judges

Entries will be judged by a panel of five judges. Three well known personalities with wide experience in primary care will join Glaxo Wellcome's Dr Maureen Devlin and *C&D*'s editor, Patrick Grice. They are:

- **Ian Carruthers**, chief executive of Dorset Health Commission
- **Georgina Craig**, who is the head of professional development at the National Pharmaceutical Association
- **Gill Hawksworth**, a community pharmacist and member of the Council of the Royal Pharmaceutical Society.

## The prizes

The opportunity to attend one of the major conferences or management courses listed below will be offered to the three winning entries. The first prize winner has a choice of six events, the second-placed entry can choose from the remaining five, etc.

The winners can choose from the following events:

- FIP 1997
- Career Management Course (Raeburn & Keslake)
- Managing Teams (Management Centre Europe)
- Managing People (Management Centre Europe)
- Strategic Decisions (Ashridge Management Centre)
- ASHP Annual Meeting '96, San Diego, US.



## The rules

- 1 Entry is open to any pharmacist on the Register of the Royal Pharmaceutical Society of Great Britain or the Pharmaceutical Society of Northern Ireland, and who practises in the UK.
- 2 The winning three entries as determined by the judges will be offered the opportunity to attend a major conference or recognised business management course with all expenses paid. No cash alternative will be offered.
- 3 The closing date for entries is July 31, 1996. The Award winners will be announced in *Chemist & Druggist* on November 9. Individual winners will be notified by post by October 10.
- 4 The entry form below must accompany an essay of up to 1,000 words setting out how and why the entrant considers the professional liaison developed by her or his pharmacy practice has improved healthcare provision to patients; benefited the business; and improved inter-professional links. Practice leaflets, patient literature, photographs and other supporting material may be submitted with the entry.
- 5 Entries should be typed or printed.
- 6 The entry and supporting material may be used editorially within *Chemist & Druggist*. *C&D* cannot give an absolute guarantee that entries will be returned in their entirety, although every effort will be made to do so.
- 7 Winning entrants should be prepared to write an article for publication of up to 1,000 words on the conference/business course/study tour they attend.
- 8 The decision of the judges is final. No correspondence will be entered into.

Please complete the entry form below and attach it to the front of your entry. Send the complete entry to 'From Practice to People', *Chemist & Druggist*, Miller Freeman Professional, Miller Freeman House, Sovereign Way, Tonbridge, Kent TN9 1RW.

Name.....

Registered Address.....

Pharmacy Address (if different from above).....

.....Postcode.....Telephone.....

Prizes in order of preference:

1.....

2.....

3.....



# Home dispensing system on trial

A new system of drug delivery for patients at home is being developed at the University of Wales, Bangor.

The telemedicine system enables patients to select the required dose of a drug, under the daily monitoring and control of a doctor. The patient activates a dispensing unit which delivers a metered dose in liquid form onto a fibre tablet. The medicine seeps out when the tablet is placed under the tongue.

The amount delivered is pro-

grammed by microchip, which prevents the drug being given if the daily dose has already been taken or the interval between doses is not long enough. The delivery unit is connected by modem to the doctor's computer.

In trials, Penn Pharmaceuticals supplied the drugs in sealed pouches. A pharmacist loaded the pouches and established the correct flow of drug.

Dr Kevin Doughty, of the University's medical physics unit, told *C&D* that patients could be

supplied with drugs by post, but researchers decided to involve pharmacists to ensure the system was totally hygienic and to check the drug was being delivered correctly. The prototype allows access to the pharmacist only. The team is looking for funding to start clinical trials.

Dr Doughty believes the present method of standard dosing is haphazard, taking little account of a patient's age, body mass or sex, resulting in overdoses, side-effects or ineffective doses.

## Hague in Hills

A multidisciplinary health centre, complete with Hills pharmacy, has garnered the approval of the secretary of state for Wales, William Hague.

Continuing the trend of MPs uncovering the workings of pharmacies, encouraged by health secretary Stephen Dorrell, Mr Hague said at the opening of the Narbeth health centre last month that the concept "was an ideal situation. It shows how partnerships between health professionals and organisations can bring improved services".

Pharmacist Iona Phillips gave Mr Hague a tour of the dispensary and a demonstration of the PMR system. "He was very im-

pressed with the software," she says.

The backing for the pharmacist's role came from one of the centre's general practitioners. "He told Mr Hague that there was now an excellent opportunity for his practice and the pharmacist to work ever-closer together to create a formulary and to better manage various clinics," comments Mrs Phillips.



Welsh secretary of state William Hague (left) at the Hills pharmacy with (left to right) Steve Shaw, Hills' divisional general manager; Carol Payne, merchandising manager; and Kate Scarr, dispenser

Aside from the pharmacy, the centre houses two GP surgeries, a dentist, optician, chiropodist and physiotherapist.

## Improvements avert striking off

A West Sussex pharmacist found guilty of misconduct for having ignored warnings to improve his dispensary facilities was given an official reprimand after a disciplinary hearing last month.

The Statutory Committee of the Royal Pharmaceutical Society decided not to erase Rajendra Patel from the Register after hearing improvements had been made.

At a previous hearing in 1995, Mr Patel, of Furnace Green, Crawley, had been given a year to show that improvements he had made at the Orchard Pharmacy, Haywards Heath, had been continued.

Josselyn Hill, solicitor to the Society, said Society inspector William Fowler had been to the premises four times in the past year and had discovered nothing to complain about.

Having previously found him guilty of misconduct, the Committee had to issue him with a reprimand, said Committee chairman Gary Flather QC.

## Community input sought for UKPPG

Community pharmacists are in demand by the United Kingdom Psychiatric Pharmacy Group.

UKPPG chairman John Donoghue is eager that the community sector is represented at this year's UKPPG annual conference at the Latimer House Conference

Centre in Buckinghamshire on October 4-6.

Pharmacists who would like to attend, or to exhibit a poster showing their work in the mental health arena, should contact Mr Donoghue on 0151 334 4000/4266.

## AAH holds out on SCRIPTS

The debate over the benefits of Scotland's electronic prescription data collection system, SCRIPTS, continues, with AAH Pharmaceuticals questioning whether it should develop compatible Link software.

Link's marketing manager, Simon Driver, says: "The company believes that adapting our Link SCRIPTS software to incorporate the Prescription Pricing Division's SCRIPTS project would not benefit our users in Scotland."

AAH says it first started negotiations with the PPD more than

two years ago. "The point made to the PPD was why should AAH Pharmaceuticals divert its programming resources away from those software requirements that our customers are asking us to develop to provide unfunded facilities for the PPD which do not benefit our customers and are commercially unacceptable to us as an organisation?" argues Mr Driver.

He adds that it is only "fair and reasonable" that the PPD provides full or partial funding for the project in exchange for a "major software change".

## Scots figures

Scottish pharmacists and appliance contractors dispensed 4,133,343 prescriptions in February at a gross cost of £39,438,917 and a net cost per prescription of £8.9167 for pharmacists and £9.0237 for appliance contractors.

## Moss-approved

The Moss Counter Assistants Course has been accredited for three years by the College of Pharmacy Practice, bringing the number of accredited courses to eight. Other courses which have been submitted recently to the CPP's accreditation panel are still being considered. The panel will also consider new submissions on August 25, if received by August 1.

## Community concern

Financial problems for local health authorities mean access to residential and nursing homes is rationed, leaving patients in hospital longer, says a report on the funding of community care published by the Local Government Management Board.

## GPs call for sale right

Leicestershire Local Medical Committee wants doctors to have the right to sell medicines direct to the patient, when the cost is less than the script fee. The LMC has submitted a motion, asking for GPs to be allowed to sell from a restricted list of ten drugs, to the LMCs' annual conference next month, reports *GP* magazine.

## Nurse Pill push

Nurses are calling for the right to prescribe hormonal contraception after a survey revealed that more than 20 per cent of family planning nurses issue hormonal contraception to patients at a first visit, before getting a signed script from the doctor. A report in *Nursing Times* reveals that 80 per cent believe trained family planning nurses should be allowed to prescribe all forms of contraception, aside from Norplant.

## NPA's Lariam tip

Travellers should take the anti-malarial Lariam (mefloquine) two weeks before departure instead of one week, advises the latest National Pharmaceutical Association supplement. After adverse publicity over potential side-effects, the NPA points out that extending prophylaxis by one week will reveal 80 per cent of possible adverse effects by the second dose.



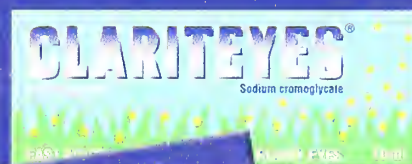
# sufferers choose it for speed You recommend it for peace Brilliant new deal for you in 1996 of mind

With Clarityn Allergy, hayfever sufferers get what they want; relief from symptoms within minutes<sup>1</sup> – nothing works faster! What's more they'll stay alert throughout the day<sup>2</sup> and be sure of a full 24 hours relief<sup>3</sup> from a single tablet.

With Clarityn Allergy you get all the peace of mind you need. Clarityn Allergy has two metabolic pathways<sup>4</sup> so there are no clinically relevant drug interactions.<sup>5,6,7</sup>

Equally important, Clarityn Allergy does not potentiate the effects of alcohol.<sup>8</sup>

Last but not least, there's a brilliant new deal for you and your customers in 1996 – an unbeatable 35% POR on both Clarityn Allergy and Clariteyes, and a new 7 tablet pack for the same retail price as last year's 5 tablet pack.



#### Further Information

**Clarityn Allergy** Clarityn Allergy Tablets contain 10mg Loratadine. Indicated for the relief of symptoms associated with seasonal allergic rhinitis and conjunctivitis. **Dosage:** Adults and children aged 12 and over: One tablet once daily. **Contraindications:** Pregnancy, hypersensitivity to Loratadine, the Lactation. **Side effects:** Rarely, drowsiness, dry mouth, headache, dizziness, tiredness, sore throat, dry eyes, nasal irritation, itching, rash, hives, swelling of the face, lips, tongue, throat, difficulty swallowing, difficulty breathing, wheezing, asthma attack, severe allergic reaction. **Warnings:** Patients should be warned of the risk of drowsiness and advised to avoid alcohol and other sedatives. **References:** 1. *Drugs* 1994; 48: 14-27. 2. *Drugs* 1994; 48: 14-27. 3. *Drugs* 1994; 48: 14-27. 4. *Drugs* 1994; 48: 14-27. 5. *Drugs* 1994; 48: 14-27. 6. *Drugs* 1994; 48: 14-27. 7. *Drugs* 1994; 48: 14-27. 8. *Drugs* 1994; 48: 14-27.

**Clariteyes** Clariteyes eye Drops contain sodium cromoglycate 0.1% w/v. Indicated for the treatment of allergic conjunctivitis. **Dosage:** Adults and children aged 12 and over: One or two drops into each affected eye up to four times daily. **Contraindications:** Hypersensitivity. **Side effects:** Temporary stinging or burning on instillation, mild irritation, dryness, itching, redness, swelling of the eyes, blurred vision, headache, sore throat, difficulty swallowing, difficulty breathing, wheezing, asthma attack, severe allergic reaction. **Warnings:** Patients should be warned of the risk of drowsiness and advised to avoid alcohol and other sedatives. **References:** 1. *Drugs* 1994; 48: 14-27. 2. *Drugs* 1994; 48: 14-27. 3. *Drugs* 1994; 48: 14-27. 4. *Drugs* 1994; 48: 14-27. 5. *Drugs* 1994; 48: 14-27. 6. *Drugs* 1994; 48: 14-27. 7. *Drugs* 1994; 48: 14-27. 8. *Drugs* 1994; 48: 14-27.



SCHERING-PLOUGH CONSUMER HEALTH  
DIVISION OF SCHERING-PLOUGH LTD WELWYN GARDEN CITY AL7 1TW



## It's time to chat up the opposition

Last week's local election results resulted in another bloodied nose for the Conservatives. This is not a political statement but a fact which must now concentrate our minds on the imminent probability of a change of Government. Now must be the time to actively seek the views of opposition parties on their perceived role for pharmacy and for the besieged battalions of independent community pharmacists in particular.

This process has already started with soothing thoughts being expressed by Labour's shadow secretary of health, George Robertson, at the Scottish Pharmaceutical General Council's annual dinner (*C&D* May 4, p602). Very little of substance was provided, but it is a start and a lead that must be aggressively followed on both sides of the border.

But our expectations have to be tempered with reality. It is unreasonable to expect any Government in waiting to make financial commitments for the future when the present is not yet in its control, but there is so much wrong with our contract that commitments in principle might be achievable. We must now fight for an acknowledgement of these inequities and a promise to address the very real problems they create.

Policy manifesto commitments are only achievable at party level and I expect all official pharmaceutical organisations to fight for those decisions. Equally, a general election is also one of the few occasions in politics when the vote of the individual takes precedence.

The combined power of thousands of individual pharmacists expressing their opinions to potential parliamentarians does provide an opportunity to influence opinion in the next administration and the time to start that lobbying is now. I have my own personal grievances and I will not only be expressing them forcibly to all my local candidates but will also be expecting positive

# Topical Reflections



answers to some very pertinent questions!

## Swamped by patient packs

The regulations to ensure the proper issuing of patient packs have still not been introduced, so snipping and counting to the 'nth' degree still continues. Among the first group of drugs to undergo change were the corticosteroids, and, despite the fiasco of their introduction, patient packs are now a fact of life and I can no longer obtain bulk supplies.

However, I use virtually all c/c tablets and Deltacortril has assumed the monopoly supply of packs which stretches even my infinite ability to amaze. The pack size is 30, loose in a tub and a box which occupies ten times the space of the previous bulk pack. Neat slim strips of 28 in small cartons for easy storage appear beyond the capability of Pfizer to produce, so what hope is there for the future?

If this trend continues I can see patient packs requiring

warehouse facilities for storage and I do not possess that amount of space. For goodness sake, why cannot the pharmaceutical industry and the Department of Health collectively agree rational packaging with an achievable timetable and then, before introducing it, ask me?

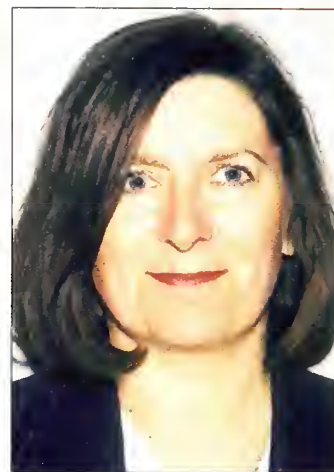
## I'll be long dead before I am rich

I was amazed to learn that, courtesy of the National Pharmaceutical Association's May 'Pink' supplement quoting a British Medical Association statistic, GPs are estimated to now earn £104.50 per hour. Being generous, I assume that this is a gross figure before expenses, but if I was able to achieve a comparative figure from my NHS remuneration, then, based on a nine-hour day, I would be dispensing 24,000 items per month. At that level of workload I would be very dead before becoming very rich!

To be fair, I do not begrudge GPs their earnings because I know most work very hard and conscientiously, but I consider that community pharmacists are an equal and complementary member of the primary healthcare team. The NPA is now threatening sanctions against the Government unless our reasonable demands on remuneration are met. I am interested to see the substance of the proposals because, in the light of these income figures for GPs, it is obvious that pharmacists have literally become the bare foot doctors of the NHS!

## PHARMACIST PEN PORTRAIT

### Marian Bradley



● **Qualified** in 1972 after graduating from Cardiff and completing pre-reg at St Thomas' Hospital, London. Also completed MSc in pharmaceutical sciences between 1975 and 1977.

● **Career** Initially worked at various hospitals in Birmingham, but, in 1980, Marian moved into community where she worked as a locum in several shops, including her husband's – The Central Pharmacy in Four Oaks, near Sutton Coldfield (he has since sold up) – and pharmacies in Streetley and Staffordshire. In 1987, she became senior pharmacist specialising in community services and care of the elderly at Goodhope Hospital in Sutton Coldfield. Two years ago, she moved to her present position of practice pharmacist at Northgate Medical Centre in Aldridge, Walsall.

● **Projects** Marian's unique position within the practice means that she has had the opportunity to work closely with patients and GPs on a variety of projects. "I consider myself lucky to be one of the first practice pharmacists in the UK."

● **Committees** Past secretary of a community services pharmacists' group for the West Midlands region; secretary of the West Midlands' (horse carriage) driving group.

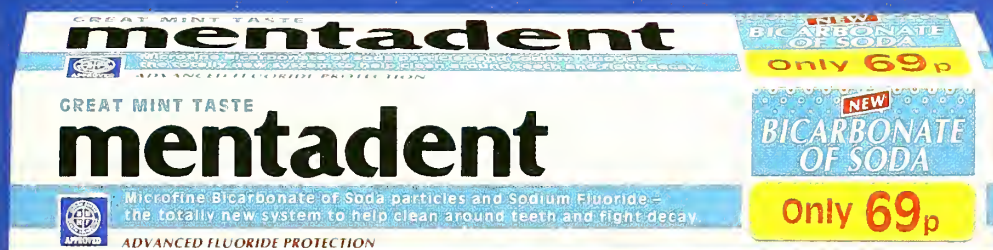
● **Interests** Horses and driving horses – Marian has owned Zeta, a large pony, for the last 18 years; environmental issues; music; theatre; opera; sports; "going to theme parks with my younger son and learning about computers with my older son" ... the list is endless.

● **Outlook for life** "Make the most of your opportunities and seize the day. Your children will remember you for what you are and not how well your shelves are dusted."

● **Pharmacy philosophy** "We have got to get away from the supply function and be paid for our clinical expertise – not how many prescriptions we dispense."



# Brush up your promotional skills...



...and offer your customers these well known family brands at competitive prices.

Stock up with these special packs now and squeeze a bigger income from your toothpaste and toothbrush\* sales!



ELIDA FABERGÉ  
LONDON

\*2 other Mentadent toothbrushes are available in promotional packs; Profile and Medium Professional

BUSINESS IS LOOKING GOOD



# SCRIPTspecials

## Campral can help alcohol dependents to abstain

Campral EC (acamprosate calcium 333mg), a new gamma aminobutyric acid (GABA) analogue from Lipha Pharmaceuticals, can be used to help alcohol-dependent patients to abstain from drinking.

Campral is not an alcohol withdrawal treatment and is intended for use once a patient has stopped drinking.

Alcohol dependence has been shown to be associated with synaptic disorders. Campral EC exerts its pharmacological effects by modulating GABA neural pathways through direct and indirect action at GABA receptors, and by antagonising the effects of excitatory neurotransmitters, particularly glutamate. The basis of its action is restoring the balance between neural excitation and inhibition.

The recommended dose for adults (18-65 years) over 60kg is two tablets three times daily with meals. In those under 60kg, the dose should be reduced to two tablets in the morning, one at

noon and one at night, with meals.

To obtain maximum benefit, treatment with Campral EC should be started as soon as possible after alcohol withdrawal, and maintained for a year even if the patient relapses.

The manufacturer says Campral EC should form part of an integrated detoxification programme that includes counselling and patient support, and to further this end it has established Campral EC Plus (personal learning and using system). It is a free, interactive, self-help support programme which offers booklets, videos and tapes, designed to support patients in their decision to overcome alcohol dependence and improve compliance with treatment. Patients can register with the scheme through their doctor.

Unlike Antabuse (disulfiram), concomitant intake of alcohol does not cause nausea. It does not have an antidepressant effect, will not counteract the

damage caused by alcohol abuse, cannot heighten the effects of alcohol and is thought to have little, if any, abuse potential.

Campral EC is generally well tolerated. Patients have reported mild transient side-effects, generally related to the gastrointestinal tract – diarrhoea and less frequently nausea, vomiting and abdominal pain. Other adverse effects include skin reactions and fluctuations of libido. There do not appear to be any significant drug interactions with Campral EC. Adverse reactions should be reported to the Committee on Safety of Medicines.

The basic NHS price for a blister pack of 84 enteric-coated tablets is \$24.95.

Market research conducted by the company has led to its decision to focus its activities through specialist services and general psychiatry, at the same time providing GPs with concise reference information.

**Lipha Pharmaceuticals Ltd. Tel: 01895 452200.**

### New indication

Zirtek (cetirizine 1mg/ml) Solution is now indicated for the treatment of seasonal allergic rhinitis (hayfever) in children aged two to six years. The recommended dosage for the new indication is 5ml (5mg) once daily. The basic NHS price for 200ml is £14.95.

**UCB Pharma Ltd. Tel: 01923 211811.**

### Naturcare on Rx

Naturcare Ostomy Deodorant Spray uses a unique combination of natural enzymes to neutralise ostomy-related smells rather than replacing them with a scented masking agent. It is presented as a pump action, propellant-free spray in a 50ml shatterproof bottle. Naturcare is available on prescription and has been approved for inclusion in the Drug Tariff at £3.37 a bottle.

**Alphamed Ltd. Tel: 0181 684 0470.**

### Prosulf 1 per cent

CP Pharmaceuticals has introduced a 1 per cent strength of Prosulf (protamine sulphate injection BP). The 5ml polypropylene ampoules are available in packs of 20 at a basic NHS price of £24.

**CP Pharmaceuticals Ltd. Tel: 01978 661261.**

### Voltarol Ophtha

With effect from May, 1996, the Voltarol Ophtha four-pack of single-dose units will be replaced by a five-pack. The change is due to Ciba Vision Ophthalmics standardising its single-dose units into strips of five. The basic NHS price for the new pack (five x 0.3ml) is £4.99.

**Ciba Vision Ophthalmics. Tel: 01489 775542.**

### Prednisolone EC

Due to continuing difficulties obtaining either bulk supplies or patient packs of generic brands of enteric-coated prednisolone tablets, the Scottish Office has agreed that patient packs can be used to dispense any prescription for prednisolone EC. The prescription should then be endorsed with details of the number of patient packs used and payment will be made on the basis of this endorsement.

**Scottish Pharmaceutical General Council. Tel: 0131 467 7766.**

### MEDICAL MATTERS

## The rich are at greater risk of developing skin cancer

The wealthy who can afford to go on foreign sunshine holidays are at greater risk of developing skin cancer than their less affluent counterparts, according to a study in the *British Medical Journal*.

Short intense episodes of burning sun, such as that experienced on a typical two-week exotic holiday, are considered an important factor in the development of cutaneous malignant melanoma.

However, although the affluent are more prone to developing such melanoma, their prognosis is much better than the less affluent: five-year disease-free survival from melanoma for the sexes combined was 81 per cent for the most affluent, 77 per cent

for intermediates and 73 per cent for the least affluent.

The differing attitudes of socio-economic groups to sun exposure is thought to account for the variations in incidence. However, variations in nutrition and possibly immune function rather than treatment in people of different socio-economic status could explain survival differences.

Differences were also seen between the sexes, with affluent women having the greatest risk of developing melanoma, and deprived men having the poorest five-year disease-free survival prospects. The authors suggest warning these women of their increased risk and targeting men to seek earlier diagnosis.

## Dermatologists back minocycline in acne

The safety and tolerability of minocycline in the treatment of acne has been confirmed by 13 of the country's leading dermatologists in a joint statement.

A paper in the *British Medical Journal* earlier this year linked minocycline to hepatitis and systemic lupus erythematosus-like syndrome. Media coverage generated anxiety and led to many patients discontinuing treatment. Many dermatologists and GPs have seen patients return with previously-controlled acne.

Dermatologists stress the side-effects of muscle weakness and joint pains are rare, recognisable and, with few exceptions, fully reversible. Also, many less effective acne treatments available have similar side-effect profiles. Patients displaying symptoms should see their doctor.



# To find a soluble analgesic that won't leave a bad taste in your mouth

 range a test

Finding out why 96% of people thought Nurofen Micro-Granules were pleasant tasting couldn't be easier. Your Territory Manager will be calling soon so you can try Nurofen Micro-Granules for yourself. Gently effervescent, with an orange flavour, Nurofen Micro-Granules offer all the pain relieving benefits of Nurofen in a unique formulation customers will like. With Nurofen Micro-Granules you can now recommend a soluble analgesic that you know won't leave a bad taste in the mouth.



**fast acting  
soluble pain relief**

contains ibuprofen

## A tasteful solution to pain

**Nurofen Micro-Granules** Each sachet contains 400 mg Ibuprofen B.P. **Indications** Effective in the relief of headaches, cold and flu symptoms, rheumatic and muscular pain backache, fever, migraine, period pain, dental pain and neuralgia. **Dosage and Administration** Adults and children over 12 years: Initial dose 1 sachet, then if necessary 1 sachet every 4 hours. Do not exceed 3 sachets in any 24 hours. **Precautions and Warnings** As with some other pain relievers, Nurofen Micro-Granules should not be taken by patients with a stomach ulcer or other stomach disorder or hypersensitivity to ibuprofen. Patients receiving regular medication, asthmatics, anyone allergic to aspirin, and pregnant women

should be advised to consult their doctor before taking Nurofen Micro-Granules. Each sachet contains 132 mg (approximately 6mEq) sodium. This should be considered in patients whose overall intake of sodium must be restricted. In normal use, side effects are rare, but may occasionally include dyspepsia, gastrointestinal intolerance and bleeding, and skin rashes. Not recommended for children under 12. If symptoms persist for more than 3 days patients should consult their doctor. **Product Licence Number** 0327/0081 **Licence Holder** Crookes Healthcare Limited, Nottingham, NG2 53A. **Legal Category** P **Price** Nurofen Micro-Granules 6s £1.69 12s £2.95 **Date** March 1999.



## Radio ad first for Vantage

Vantage is taking to the radio airwaves for the first time this month. A £1 million national advertising campaign will run on 12 local radio stations in May, June, September and October.

The advertising theme is 'Vantage Pharmacy ... Right on price ... Right on your doorstep'.

Vantage research has identified two key groups of people most likely to buy products and get prescriptions in members' pharmacies – mothers aged up to 35 with children and nearly two million aged 55 and over who fall into the C2DE socio-economic category.

To ensure the radio advertisements – a series of six 30-second commercials designed to reach 12m listeners – are accessible, they have been recorded using regional accents to match the locality in which they are broadcast. Topics will be seasonal.

**AAH Pharmaceuticals Ltd.**  
Tel: 01928 717070.

## Bayer launches new OTC brand

Canesten AF, a new presentation of Canesten cream, is aimed specifically at the OTC athlete's foot market and is being supported by a national advertising campaign.

The active ingredient of Canesten AF is clotrimazole 1 per cent. It should be applied thinly and evenly two to three times daily until the symptoms have cleared – at least a month.

A 15g tube of the cream retails at £3.20. Further extensions to the range are in development and should be available over the next few months.

The launch of Canesten AF is being supported by a consumer education package, including new patient information

leaflets and pharmacy counter display units.

Bayer says the \$500,000 national and consumer press advertising campaign, which breaks in June, is the largest-ever spend on an athlete's foot range and is aimed at strengthening Canesten's 22 per cent (volume) share of the \$11 million athlete's foot market.

"We aim to improve customer satisfaction and inject vitality into the athlete's foot market," says Michaela Griggs, Canesten AF



product manager. "Through a national advertising campaign, together with pharmacy support packages, we are encouraging customers to seek pharmacy-recommended products."

**Bayer plc. Tel: 01635 5563000.**

## Proflex Pain Relief gets GSL licence

Proflex Pain Relief, the OTC version of the topical analgesic Proflex Cream, is now available as a GSL product.

Proflex Tablets (ibuprofen 200mg) were moved from P to GSL status last year, but in line with Zyma Healthcare's policy of supporting pharmacy, Proflex Tablets remain a Pharmacy only product. Proflex Pain Relief will also remain in pharmacy.

Jane Lowrie, brand manager at Zyma Healthcare, comments: "The move of Proflex Pain Relief from P to GSL gives us the opportunity to display the GSL range of Proflex Cream and Tablets together in pharmacy."

Zyma Healthcare is positioning Proflex Pain Relief and Proflex Tablets near the GSL rubifacients.

**Zyma Healthcare. Tel: 01306 742800.**



## Centrum on display

An impactful range of new point of sale material for pharmacies has been introduced for Centrum multiminer multivitamin.

Display posters, shelf wobblers, branded pens and post-it pads, plus Centrum giant packs and pharmacy detail aids are

available from Whitehall.

Centrum has a formula of 29 vitamins and minerals, including the complete antioxidant group of nutrients, folic acid and micro-nutrients (\$3.89 for 30, \$6.95 for 60).

**Whitehall Laboratories Ltd. Tel: 01628 669011.**

## Savlon makes it better than ever

The Savlon range is being repackaged with the new strapline: 'Trust Savlon'. With licensed medicines such as the antiseptic cream, this message will be extended to 'Trust Savlon to make it better', highlighting the product's ability to create an optimum environment for the skin's natural healing process.

All Savlon products will be repackaged by the end of the year in blue with white lettering and a roundel featuring a family unit. According to brand manager Julie Green, the idea is to show how versatile the product is, with the longer-term aim of extending into other skin care categories.

"Savlon is already well recognised as a product used in first aid, but we want to show how well it

works in helping to heal other skin conditions – like bites and stings, minor burns and scalds, spots, shaving cuts, blisters and sores, sunburn and chapped skin," she says.

Zyma Healthcare plans to launch into a new skin care area at the end of this year, following last year's introduction of a baby care range. The

brand is being supported by a \$3 million package in 1996, which includes \$1m of advertising in the women's consumer press. New merchandising material and trade deals are available through Savlon's representatives or direct from the company.

**Zyma Healthcare. Tel: 01306 742800.**





# HOW MANY CUSTOMERS COULD BENEFIT FROM THIS PROTOCOL?

## A PHARMACY PROTOCOL FOR THE OTC TREATMENT OF REFLUX AND DYSPEPSIA

Using the 2WHAM approach

Professor Duncan Colin-Jones MD, FRCP  
Dr R. Jeremy Barnes MBChB, FRCGP

**SB** **SmithKline Beecham**  
Consumer Healthcare

SmithKline Beecham Consumer Healthcare,  
SB House, Brentford, Middlesex, TW8 9BD.  
Telephone number 0181 560 5151



## Agfa launches loyalty card

The Agfa Advantage card is the company's latest promotion for minilabs to capitalise on the seasonal spring upsurge in photographic business.

Customers can claim their credit card-style loyalty card by picking up an A5 leaflet from participating retailers. On presentation of the cut-out 'card', customers receive the real thing and are eligible for a free film with one-hour processing included.

**Agfa-Gevaert Ltd. Tel: 0181 560 2131.**

## J&J keeps abreast of pads

Johnson & Johnson has improved its nursing pad to provide mothers with greater comfort.

Now white in colour, the pads feature a new mesh for drier skin, better absorbency and softer edges. Packaging is in 30s (£2.99) and 50s (£3.99).

An advertising campaign targeting both consumers and health professionals will

## Palmolive takes refreshing shower

Colgate-Palmolive hopes to revitalise the shower market with the launch of Palmolive Nourishing Shower with Essential Oil.

On-shelf in mid-May, the new product is formulated with essential oil of almond and essence of vanilla to leave the skin feeling soft and smooth, says the company. The brand is likely to appeal to 18-30-year-old females.

Palmolive Nourishing Shower with Essential Oil is packaged in a

transparent 250ml bottle (\$1.99) to differentiate it from the rest of the Palmolive range.

The launch will be backed by a \$1.8 million national TV advertising campaign based on Palmolive's 'gentle touch' proposition.

● Colgate-Palmolive predicts that by encouraging consumers to trade up to take advantage of the added benefits offered by the new product it will add an estimated



\$0.5m to the shower products category.

**Colgate-Palmolive Ltd. Tel: 01483 302222.**

## Fresh approach for Colgate

Colgate-Palmolive is hoping to boost sales of its Colgate Bicarbonate of Soda toothpaste in a market which has plateaued. A new press advertising campaign for the brand is aimed at the youth market.

Part of a £12 million spend behind the total Colgate toothpaste range this year, the campaign is running in teen press titles for the next three months.

Taking a humorous approach, the advertising builds on the 'Kiss' theme of the TV ads – adapting it to suit a young, predominantly female audience, with straplines such as: "I clean my teeth and then I start on his!" **Colgate-Palmolive Ltd. Tel: 01483 302222.**

## Put the spring back in your step

If you suffer from heel, knee or back pain, the root cause may be poor alignment of the foot.

Medisport says it has the answer: Orthaheel, an orthotic shoe insole which aims to help with realignment.

It is available in three formats: Regular for men's shoes (\$19.80); Slimfit for women's shoes (\$19.50) and the Orthosport for trainers and sports shoes (\$19.99). **Milas Healthcare. Tel: 01730 231132.**



## Macleans offers instant cash

An instant cash win promotion has been introduced to support sales of Macleans Bicarbonate of Soda toothpaste.

The 'So-da-ya feel the difference' promotion offers consumers the chance to win up to \$10,000 in cash with every purchase of this variant. The promotion mirrors the futuristic theme of the TV

campaign for the brand and is backed by a press campaign throughout May and June which features money off coupons for further purchases of Macleans Bicarbonate of Soda.

● Smithkline Beecham has invested \$2.2 million to support the entire Macleans oral care range. **Smithkline Beecham Consumer Healthcare. Tel: 0181 560 5151.**



## ON TV NEXT WEEK

**Ambi-Pur perfume:** All areas except U

**BiSoDol:** B, G, Y, C, M, TT, C4

**Colgate-Palmolive Soft & Gentle:** All areas

**Imodium:** All areas except CTV, GMTV, TSW

**Neutrogena T/Gel shampoo:** All areas

**Nizoral Dandruff shampoo:** Satellite

**Relaxyl:** G

**Sensodyne toothpaste:** All areas

**The Wrigley Company/Sugar Free brands:** All areas

GTV Grampian, B Border, BSkYB British Sky Broadcasting, C Central, CTV Channel Islands, LWT London Weekend, C4 Channel 4, U Ulster, G Granada, A Anglia, CAR Carlton, GMTV Breakfast Television, STV Scotland (central), Y Yorkshire, HTV Wales & West, M Meridian, TT Tyne Tees, W Westcountry

## Cussons has Pearl in a lather

Cussons' Pearl beauty soap has been relaunched to capitalise on the growing moisturising bar market.

The redesigned pack prominently features the company's new claim that: "Pearl is dedicated to giving you soft-feeling skin. Its unique formulation, enriched with moisturisers, gives you 50 per cent more creamy lather than ordinary soaps."

The new pack also clearly differentiates between the two variants – Natural White and Oyster Pink (\$0.49 for an

individual bar, \$1.55 for a pack of four).

The relaunch will be supported by price promotions on the four-

bar pack during June and July to encourage consumer purchase.

**Cussons (UK) Ltd. Tel: 0161 491 8000.**





# 14 MILLION

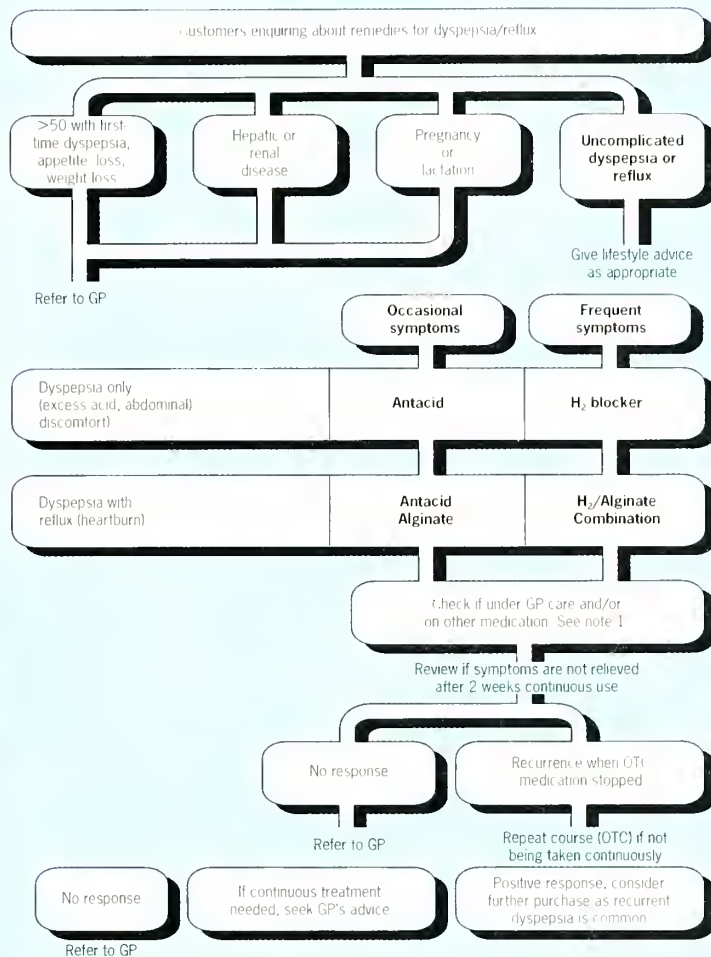
## PHARMACY PROTOCOL FOR THE OTC TREATMENT OF HEARTBURN AND DYSPESIA Using the 2WHAM approach

Who is the medicine for?  
What are the symptoms?

How long has the  
person had the  
symptoms?

Action already taken?

Medicines being taken  
for other problems?



**Note 1.** In all cases, check if patient is currently taking other medications, especially if under direction from the GP. Some antacids are contraindicated for use with tetracyclines and anticoagulants, and all H<sub>2</sub> blockers are not recommended OTC to patients who are on other medications.

With over 14 million sufferers of reflux and dyspepsia in the UK, this new pharmacy protocol has been written by Professor Duncan Colin-Jones and Dr Jeremy Barnes as a service to pharmacists.

For the treatment of heartburn, it is significant to note that Tagamet Dual Action Liquid is the **only** liquid H<sub>2</sub> antagonist/alginate combination available OTC. Providing fast-acting, long-lasting relief, Tagamet Dual Action Liquid is appropriate first line therapy for heartburn sufferers.

**For further information  
and a full copy of the  
Protocol, Freephone  
the OTC Tagamet  
Information Line –  
0500 100 222**

## RECOMMEND

# Tagamet

**DUAL ACTION LIQUID**  
sodium alginate/cimetidine

## ECLIPSES EXISTING RAFTING AGENTS

**Tagamet Dual Action Liquid. Product Information: Presentation.** A white suspension with an odour of fruit and mint containing 500 mg sodium alginate B.P.C. and 200 mg cimetidine per 10 ml dose. **Use.** Short term symptomatic relief of heartburn, associated with acid regurgitation, especially if provoked by bending over or lying supine. **Dosage and administration:** Adults (incl. the elderly), children 16 years and over. 10 ml suspension when symptoms appear. If symptoms persist for more than 1 hour after the first dose, a second dose (10 ml) may be taken, but no more than 2 doses in any 4 hours and no more than 4 doses in any 24 hours. Treatment should not be continued for more than two weeks. If symptoms persist for more than two weeks or recur regularly, a doctor should be consulted. Not to be given to children under 16 years of age. **Contraindications.** Hypersensitivity to cimetidine or any of the other constituents. **Precautions.** Not recommended in patients with impaired renal function, hepatic impairment; taking oral anticoagulants, phenytoin, theophylline, intravenous lignocaine; middle aged or older patients with new/changing dyspeptic symptoms, any patients with unintended weight loss and dyspeptic symptoms, because of potential delay in diagnosis of gastric cancer; with compromised bone marrow; in pregnancy and lactation. Use only on a doctor's advice in patients: with any other illness, using any

medication, under medical supervision for other reasons, with a history of peptic ulcer who are now using NSAIDs especially the elderly. Contains 66 mg sodium per 10 ml dose and this should be included in the daily allowance of patients on sodium restricted diets. **Adverse reactions.** Diarrhoea, dizziness, rash, tiredness. Gynaecomastia; occasional liver damage, confusional states (usually in the elderly or very ill), all reversible. Rarely thrombocytopenia, leucopenia, agranulocytosis, all reversible. Very rarely, hepatitis, interstitial nephritis, acute pancreatitis, headache, myalgia, arthralgia, fever, sinus bradycardia, tachycardia and heartblock, all reversible; aplastic anaemia, pancytopenia and anaphylaxis. Reports of alopecia and very rarely reports of impotence but no causal relationship has been established at usual prescribed therapeutic doses. **Product licence number** 0002/0232. **Retail price** (200 ml) £4.99. **Legal category** P. **Date of preparation** 8 June 1995.

SmithKline Beecham Consumer Healthcare,  
SB House, Brentford, Middlesex, TW8 9BD.  
Telephone number 0181 560 5151.  
\*Tagamet\* is a trademark.

**SB SmithKline Beecham**  
Consumer Healthcare







## Batman gets scrubbing

Prelude has extended its Batman Forever range with a new collection of bath time products.

The Batman line-up now includes 3D toothbrushes, mug sets, sponge mitten bottles, and bath and shower gel toppers. Retail prices range from £3.99-£4.99.

● Next year will see the release of the next full-length Batman feature film – starring George Clooney. **Prelude UK Ltd. Tel: 0191 233 0293.**

## Major initiative for Jiffi condoms

Chemist Brokers has been appointed to represent Jiffi condoms in pharmacy outlets.

Sime Health is supporting this new initiative with a \$1 million-plus advertising campaign in national press, consumer magazines, posters and

independent radio. This will run through the summer.

An eye-catching new range of point of sale material for Jiffi is available.

● National Condom Week starts on August 5. **Chemist Brokers. Tel: 01705 219900.**



COLORFUL

You've a lot to look forward to!



## Superspecs enlarges sales

A free credit card-sized magnifier is currently on offer with every pair of Superspecs glasses (rsp \$1.50).

Direct Perception is also offering \$60 (retail value) of free stock to retailers with new starter packs of its reading glasses.

**Direct Perception Ltd. Tel: 0181 518 2685.**

AVAILABLE ROUSERS INDIVIDUAL NEEDS

NET PROFIT	MARK UP %	PROFIT ON RETURN %
2.77	87%	50%
3.25	121%	55%
2.73	122%	55%
3.25	121%	55%
0.89	54%	35%
4.19	122%	55%
2.77	87%	50%
3.25	121%	55%
4.2	121%	55%
3.25	121%	55%
4.2	121%	55%
4.2	121%	55%
4.2	121%	55%

G D F G H J K L M N O P Q R S T U V W X Y Z

## Miners' Award

Miners International is launching the Make-up Artist of the Year Award in association with the BBC's *Clothes Show Magazine*.

The competition will be launched in the June issue of the magazine and at point of sale in over 4,500 pharmacies nationwide.

**Miners International Ltd. Tel: 01264 350379.**

## Money off at Gillette

Gillette has introduced independent chemist price promotions on its APD brands for May and June. These are available in a pre-packaged unit containing three of each of the five best-selling variants – Right Guard's Sport, Vogue and Drive, and Natre Plus' Fougere and Ylang. **Gillette UK Ltd. Tel: 0181 560 1234.**

## Nutricia fact file

A new dietary products fact file is available from Nutricia. This pocket-sized ring binder covers prescribability, nutrition details and order codes. **Nutricia Dietary Products Ltd. Tel: 01225 771801.**

## Healthy pregnancy

A campaign to raise awareness of health in pregnancy has been launched by Robinson Healthcare. The company has set up an 0800 helpline to provide advice on nutrition in pregnancy. **Robinson Healthcare. Tel: 01246 220022.**

## Bug-busting advice

An ever-increasing number of parents are asking pharmacists for information on the wet combing method of clearing headlice.

The Bug Buster Kit from Community Hygiene Concern contains full

instructions in this method of treatment. It also includes the appropriate comb.

On-going support is available on the Bug Buster helpline: 0181 341 7167.

**SCP. Tel: 01279 426088.**

## Revlon's body beautiful

New from Revlon is DSR Anti-ageing Moisturising Body Treatment for Devitalised Skin (\$3.95 for 200ml). The formulation includes

collagen and Revlon's Gentle Exfoliating Complex.

**Revlon International Corporation. Tel: 0171 491 5323.**

## Kwai's message from the heart

Kwai Garlic has colourful new packaging featuring a heart care symbol.

The on-pack heart care message ties into a \$1.5 million Heart Care '96 promotional campaign with leading newspapers which will be running throughout this year.

"Over 10,000 people

are being recruited to participate in the Heart Care '96 programme initially, but the new packs will act as a continual support and reminder," says Paul Kerry, managing director at Lichtwer Pharma UK. **Lichtwer Pharma UK Ltd. Tel: 01628 487780.**

IRRITABLE BOWEL SYNDROME AWARENESS WEEK 3-9 JUNE 1996



## IBS Awareness Week

Whitehall Laboratories is launching IBS Awareness Week on June 3.

Supporting its Relaxyl brand, the company is encouraging pharmacists nationwide to participate in the Week's activities by displaying special merchandise and IBS information leaflets.

A series of IBS training sessions for pharmacy

assistants is planned for the rest of the year.

Training evenings will take place in Newcastle and Bristol in May, Southampton in June, Norwich and Edinburgh in September, Leicester and Birmingham in October and Maidstone and Weedon in November. **Whitehall Laboratories Ltd. Tel: 01628 669011.**

## Brushing up

Oral B launched the new Advantage Control Grip toothbrush last year, not Colgate, as stated in *C&D's* Oral Hygiene feature (April 27, p581). **Oral B Laboratories. Tel: 01296 432601.**

## Strong on price

Victory V Strong Mints are priced 33p for 15 lozenges (not as stated in *C&D* April 27, p562). Victory V Traditional Lozenges are 39p. **Ernest Jackson & Co Ltd. Tel: 01363 772251.**

## Slice of Life

The new 'Slice of Life' advertising campaign for Pepcid AC started on May 6, not as indicated in last week's issue.

**J&J MSD Consumer. Tel: 01494 450778.**

## Pantene award

Pantene Pro-V Styling Gel and Gel Spray have been 'highly commended' by men's magazine *FHM* in the best styling product section of its 1996 Grooming Awards.







# POLI-GRIP MEANS BUSINESS

Poli-Grip, with over 50% of denture fixative sales, is already doing the business in one of the fastest-growing sectors of the Health and Beauty market.<sup>1</sup> But when denture wearers asked for a fixative with even more holding power, we listened.<sup>2</sup> The result? New improved formula Poli-Grip with stronger, longer-lasting holding power than our current fixative formulations.<sup>3</sup>

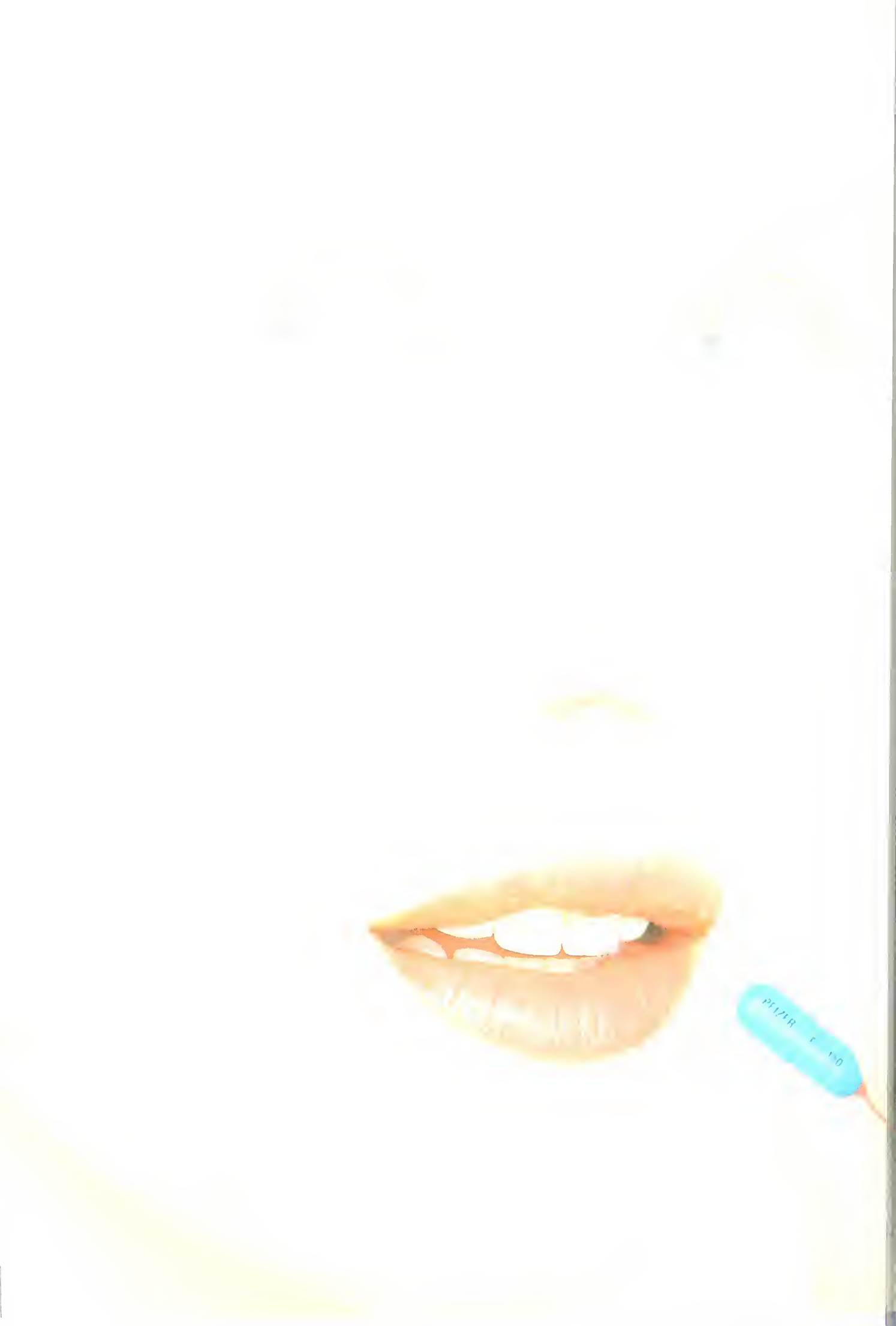
So with Poli-Grip going from strength to strength denture wearers will have the confidence to eat whatever they like, giving them even more reason to ask for the brand leader – and that can only mean business for you!

References: 1. AC Nielsen Pharmacy Jan/Feb Denture fixatives, 1995. 2. Data on file. Stafford-Miller Ltd, 1995. 3. Data on file. Stafford-Miller Ltd, 1995/1996.



## GOING FROM STRENGTH TO STRENGTH







"Do most vaginal thrush patients prefer a vaginal treatment or an oral treatment?"

Read  
my  
lips."

In a clinical study, three times as many women expressed a preference for Diflucan\* One (single oral dose 150mg fluconazole) over clotrimazole (single vaginal tablet 500mg)

A single capsule, taken by mouth. No mess, no bother, no embarrassment

Can be taken immediately, no need to wait until bedtime

Diflucan One (150mg fluconazole) takes as little as 2 days to give complete symptomatic relief

Diflucan, available on prescription since 1988, has been shown to be extremely well tolerated

A £2 million advertising and PR campaign is supporting the OTC launch



contains fluconazole

Summary of product characteristics (SPC) for Diflucan One (fluconazole) capsules, 150mg. The SPC is available in English, French, German, Italian, Spanish, and Dutch. It contains information on the active substance, indications, dosage, contraindications, warnings, and side effects.

Abbreviated product information for Diflucan One (fluconazole) capsules, 150mg. The product is indicated for the treatment of vaginal thrush in women. The recommended dosage is one capsule by mouth. The product is contraindicated in women who are hypersensitive to fluconazole or any of the excipients. It should be used with caution in women who are taking other antifungal drugs. The most common side effects are headache, nausea, and diarrhoea.

\*TRADEMARK

Upjohn Consumer Healthcare



A film star smile with rows of gleaming white teeth can create a stunning impression, and whitening toothpastes can help achieve that effect. But how do manufacturers promote products that have both a health and a beauty angle?

In today's image-conscious society, many people are constantly striving to look and feel better. A big smile with gleaming white teeth is an important part of anyone's image. Also, many younger people have been through the teenage angst of wearing a brace and want to show off the results.

Whitening toothpastes are a fast-growing segment of the mature toothpaste market, especially among those under 30. Toothpastes are primarily a health product, but this relatively new section can also be promoted as beauty.

The market includes Grafton International, with its Rembrandt whitening toothpaste; Smithkline Beecham, with Macleans Whitening; and Colgate Palmolive, with Colgate Platinum. Its value stands at around \$11.6 million a year, according to Infoscane.

Garth Hardwick of Grafton International says that, at launch, the majority of interest in Rembrandt was shown by beauty editors, not health editors. "From a consumer point of view this forced us to focus on the beauty angle rather than health."

However, a year later, the company felt consumers were not clear about the health benefits of a toothpaste like Rembrandt. Issues such as abrasiveness, and plaque and tartar control were not being covered by the media, so it became Grafton's policy to emphasise that Rembrandt is very low abrasion (lower than most regular, non-whitening toothpastes) and actively removes plaque and tartar. The company wanted to get across the message that oral health was the primary concern.

Since the launch of competitors, Mr Hardwick says Grafton has found it increasingly necessary to make sure consumers consider abrasion levels, as well as the whitening/brightening powers of a toothpaste.

Price and image play an important role with a product like Rembrandt: "When it is perceived as a 'beauty product',



# Smile please!

have a better appearance."

The ingredient in Macleans and Aquafresh Whitening that whitens is Triclene, which works by cleaning a protective layer

there is no reluctance to pay \$7.75 for a 3oz tube, as many cosmetics and beauty products cost more than this.

"Using a whitening toothpaste such as Rembrandt can help to boost someone's confidence," says Mr Hardwick, at a fraction of the cost of more expensive dental work, such as veneers and tooth-coloured fillings.

"Despite this, our primary concern is to raise awareness on the health issues and to ensure that consumers realise that with Rembrandt they are paying for a quality health product, not a beauty gimmick," he concludes.

Smithkline Beecham is taking a slightly different tack when it comes to promoting Macleans and Aquafresh Whitening. "Whitening is an additional cosmetic benefit, so it is not going to become 80 per cent of the market. Traditional family pastes - Macleans Regular and Colgate Regular - will always be the core of the business. Whitening fulfils a certain role for people who

are looking for that extra cosmetic benefit," says the company.

Value sales of Macleans Whitening outstrip Colgate Platinum by over two to one. Macleans Whitening was the first brand on the market (apart from Rembrandt) and "never underestimate the power of being first", says Smithkline Beecham, "but Colgate Platinum is twice as expensive - 50ml of Macleans is \$1.59, for 50ml of Colgate Platinum its \$3.99 - so there's a real difference in price points, which has made Macleans Whitening more successful.

"We think the bigger opportunity is to be not just a cosmetic product. We think the big volumes are to be had by saying to people here's a cosmetic-type product, which is at quite a premium to a regular paste, that also gives all the protection of a regular toothpaste.

"The opportunity there is to try and persuade people that here's a product that not only gives them what they get from a regular toothpaste, but that also they can

loosen the bonds that make up the pellicle, so that it, and the stains, can be brushed away.

A fresh pellicle is then formed. It takes about a month after first using a whitening brand to clean away the old pellicle and see the full whitening effect, says SB.

"There is no safety aspect, you're not scratching enamel away. It's a chemical action."

Colgate Platinum is "very much a cosmetic product", explains Rebecca Phelps, commercial category manager for oral care at Colgate-Palmolive.

Platinum offers all the oral care features of a standard toothpaste. Consumers who use it are usually young, go to the dentist frequently and are well-versed in oral care, but their main reason for buying Platinum is cosmetic, says Ms Phelps. People who buy Total are similar, but their main concern is health. Whitening pastes are no more abrasive than other toothpastes, she adds.

The key ingredients in Platinum are pyrophosphate, which removes stains and stops them reappearing, and gantrez, which retains the pyrophosphate on the teeth and gums to help stop stains reappearing.

**'A healthy mouth puts a smile on your face'. From May 13-19 the British Dental Health Foundation is running National Smile Week**



**Relaxyl**  
ANTI-SPASMODIC CAPSULES  
18 Capsules  
Alverine Citrate

Over 2.5 million people have been diagnosed as suffering from Irritable Bowel Syndrome.

**Over 2.5 million people have been diagnosed as suffering from Irritable Bowel Syndrome.**

**Alverine citrate, the active ingredient in Relaxyl,\* has been successfully prescribed for the pain of IBS for over 30 years. Now, with the launch of the first alverine citrate-based OTC treatment, what are the implications and the opportunities for pharmacy?**

IBS is one of the most common digestive disorders in Britain, but awareness of the condition has only recently begun to rise. As a consequence of a better understanding of IBS, people no longer suffer in silence.

### **Alverine Citrate - The first dedicated OTC treatment for painful IBS**

Whilst there have, until the launch of **Relaxyl**,\* been no dedicated OTC treatments for IBS, doctors have been prescribing alverine citrate for over 30 years. A powerful anti-spasmodic, alverine citrate works by relaxing the painful muscle spasms in the lower bowel. Clinically proven and well tolerated, it enjoys an excellent safety profile.

### **Relaxyl - The first choice OTC treatment**

Now, the benefits of alverine citrate are available as a dedicated OTC brand, **Relaxyl**, from Whitehall Laboratories. Fuelled by **Relaxyl**'s sensitive, but plain-speaking advertising and promotion, and encouraged by a growing general awareness of IBS, diagnosed sufferers now know what to do to 'stop the spasms that start the pain'. They're asking their pharmacist about **Relaxyl**.

**A positive outlook for Relaxyl - A significant opportunity for pharmacy**



\*Trade Mark

Contains alverine citrate

**PRODUCT INFORMATION RELAXYL.** Presentation: Buff /green hard gelatin capsule for oral administration. Each capsule contains 60mg alverine citrate. **Uses:** Relaxyl is indicated for the relief of smooth muscle spasm of the gastro-intestinal tract in irritable bowel syndrome. **Dosage:** Adults, the elderly and children 12 years and over: 1 or 2 capsules, one to three times daily. Not recommended for children under 12 years of age. **Contraindications:** Cases of paralytic ileus or hypersensitivity to any of the ingredients.

**Interactions:** None. **Special Warnings:** If symptoms persist or worsen, consult your doctor. **Side effects:** Possible side effects may include nausea, headache, dizziness, itching, rash and allergic reaction. **Effect on ability to drive and use machines:** None. **Incompatibilities:** None. **Use during pregnancy and lactation:** No teratogenic effects have been reported, but caution should be exercised during the first trimester of pregnancy. **Overdosage:** Hypotension and atropine like toxic effects.

**Pharmaceutical precautions:** Store in a dry place below 25°C. **Legal category:** Pharmacy. **Package quantities and prices (ex VAT):** 18 capsules, £3.70. **Product Licence No:** PL0322/0072. **Date of Preparation:** April 1995. **Shelf life:** 3 years. **Product Licence Holder:** Norgine Ltd., Moorhall Road, Harefield, Middlesex, UB9 6NS. **Distributor:** Whitehall Laboratories Limited, Taplow, Maidenhead, Berkshire, SL6 0PH.



# Register for Counterpart: accredit your assistants

**T**he July 1 deadline for having your medicines counter assistants trained – or at least undertaking an accredited training course – is approaching fast!

So if you have not already complied with the Royal Pharmaceutical Society's assistant training requirements, now is the time to register staff with the *Chemist & Druggist* Cambridge Counter-

part Pharmacy Assistant Development Programme – the most cost-effective course available to C&D subscribers. Cambridge Counterpart has been accredited by the College of Pharmacy Practice as satisfying the RPSGB's requirements.

Thanks to the generous co-sponsorship of Whitehall Laboratories, the Programme is being supplied free to *Chemist & Druggist* subscribers. Since the course began in July, 1995, you have already received 11 modules in the Counterpart series. The training modules are designed to be shared by four assistants, but include separate questionnaires and case studies for each individual. An associated Pharmacist's Briefing precedes each module within *Chemist & Druggist* magazine.

However, in order to qualify for accreditation, assistants must not only follow the course set out in the modules but also answer the questionnaires, participate in the case studies and have their questionnaires independently marked through C&D's unique telephone marking system.

## How to join up!

The key decision points for community pharmacists are:

### 1 For assistants already following Counterpart and registered for telephone marking

Continue with the course. Once it is completed, you will receive the results and documentation for CPP certification for a payment of \$7.50 plus VAT.

### 2 For assistants following Counterpart, but not yet registered for telephone marking

**Remember: If your counter assistants have not already completed an approved course or are not currently following an accredited course, they will be unable to serve medicines to the public after June 30.**

Use the form below to register now. When your assistants receive their personal identity numbers (PINs), they should enter their multiple choice questionnaire responses up to date, then follow the course to the end. CPP certification will be available as above for \$23.50 including VAT.

### 3 For assistants not yet following Counterpart

Use the form below to register now. If you have retained the free modules sponsored by Whitehall Laboratories, start your assistants on the course at once and mark the questionnaires as soon as PINs are received. If you do

not still have the free modules available, use the order form to obtain complete packs of modules issued to date, plus questionnaires and Pharmacist Briefings for \$17.63 including VAT. PIN registration and CPP certification fees as in 2 above. Subscribers who have mislaid just one or two modules only should contact Tracy Mathews on 0181 747 8797.

WHITEHALL

Pharmacy.....

Pharmacist.....

Address.....

..... Telephone .....

Fax.....

**Please list by name in alphabetical order the assistants you wish to register for Counterpart (see section B above)**

If your assistant is using Counterpart, but is registering to use C&D's interactive telephone marking system (PIN) for the first time, please fill in the 'S space' at the end of the name line with the fee (\$23.50, including VAT).

Name..... S.....

Name..... S.....

Name..... S.....

Name..... S.....

Name..... S.....

Name..... S.....

Sub total \$.....

I subscribe to C&D at the above pharmacy address and need [ ] complete set(s) of back Counterpart modules 1-9 (\$17.63, including VAT) \$.....

Total \$.....

Cheques should be made payable to Miller Freeman Professional and sent to Sue Cheeseman, Pharmacy Group Special Projects, *Chemist & Druggist*, Sovereign Way, Tonbridge TN9 1RW.



## Bigger and fewer

It is a matter of some regret to me that Mr Dove did not see fit to respond to my recent letter to *C&D*, and take the opportunity to deny the rumours about his views on pharmacy numbers.

However, perhaps the National Pharmaceutical Association response to the 'New Age' initiative says it all. If the only future for our profession lies in fewer, larger pharmacies, which only the vertically-integrated multiple will be able to afford to buy and run profitably, then I, for one, have made the wrong career choice.

The Pharmaceutical Services Negotiating Committee, the secretive organisation of which Mr Dove is now chairman, ostensibly holds all our futures in its grasp. So, if, as has been suggested, thousands of so-called small pharmacies are to be disenfranchised, surely we have the right to know? (Let us not forget that the last Department of Health offer, far from favouring the small pharmacy, was actually back-loaded. Is it significant that PSNC did not point this out at the LPC annual conference?)

Come on, Mr Dove, allow us the transparency we deserve, and make a clear statement of PSNC policy upon this and other matters.

**Graham Phillips**  
*St Albans*

## Retirement arrangements

Following the announcement of our intention to hold a farewell dinner for retiring inspector Vince Fowler, there has been widespread interest in attending. The details have now been finalised and are set out below.

The date is July 19. The venue is the Stakis Hotel at the southern end of Dartford Bridge, from 7.30pm onwards, with dinner being served at 8.30pm. The cost is £30 per person, including a contribution to a retirement gift, and dress will be informal. The meal is three courses with a vegetarian alternative (please specify).

Places will be allocated on a first come, first served basis.

To book please send a cheque made out to 'Greenwich & Bexley LPC' for £30 per person, together with the relevant names to P Holman, 67 Hatherley Crescent, Sidcup DA14 4HZ, no later than June 15. Tickets

will not be issued.

Anyone wishing to stay overnight at the Stakis can do so at £41 per person for a single room or £31 per person for two people occupying a double room (both prices include breakfast). Booking rooms will be the responsibility of the individual. The hotel phone number is 01322 284444.

Donations towards the retirement gift will be welcome from those unable to attend. Full accounts will be produced with any surplus being sent to Birdsgrove House.

**Peter Holman**  
*Secretary, Bexley & Greenwich LPC*

## Double standards?

Please allow me to explain how the Council of the Royal Pharmaceutical Society has double standards in relation to the pharmacy standards tribunal which it wishes to form if the bylaws are approved by the Privy Council.

The Council had fulfilled its obligation under the Charter to vary the bylaws by giving the requisite 60 days' notice of its intention to the membership and publishing

the bylaws in the pharmaceutical press. Yet during the Council meeting on March 5 and 6, the secretary and registrar reported that during the 60 days' consultative period, he had received comments from 17 members, including two from members of the Council.

It is my understanding that of those who responded, the majority did not agree with the Council's decision to form a tribunal. If this is true, why is the Council not paying any heed to this?

The formation of the tribunal should be achieved by proper consultation and agreement between the membership and the Council, and not by the imposed will of the Council. The silence of the membership as a whole should not be taken as an indication of its approval, otherwise it will set a dangerous precedent.

The Council should therefore reconsider the decision to go ahead with the formation of the tribunal without more concrete evidence of the membership's so-called approval.

**Ashwin Tanna**  
*London SE22*

*Continued on P663* ►

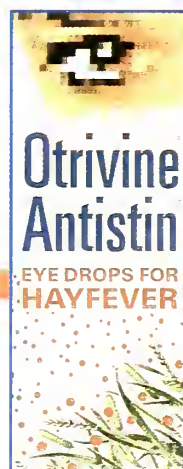
# STOP HAYFEVER EYES

Fast

Take a look at  
**Otrivine Antistin**

**CIBA Vision**  
Ophthalmics

CIBA Vision Ophthalmics,  
Flanders Road, Hedge End,  
Southampton, SO30 2LG England



OTRIVINE-ANTISTIN ABRIDGED PRESCRIBING INFORMATION

**Presentation** Kymedezine Hydrochloride BP 0.05% w/v and antihistamine sulphate 0.5% w/v with Benzalkonium Chloride Ph Eur 0.01% w/v as a preservative. Also contains: boric acid, disodium edetate, sodium tartrate and water.  
**Uses** For temporary relief of redness and itching of the eye due to seasonal and perennial allergies such as hay fever, or allergy due to house dust. **Dosage and administration** Adults: 1 or 2 drops instilled 2-3 times per day. For the conjunctival sac. Children 5-12 years and the elderly: No specific studies have been performed in these patients. Due to possible systemic effects caution must be exercised and the dosage reduced to 1 drop instilled 2-3 times per day. The eye drops should only be used if the patient is under the age of 5 years. When necessary, mydriatics or miotics may be administered simultaneously with Otrivine-Antistin Eye Drops. **Contra-indications, Warnings, etc.** Contra-indications: Hypersensitivity to any of the components of the formulation. Antisense, anticholinergic, antihistaminic, or use of monoamine oxidase inhibitors within the last 14 days. Use with contact lenses of any type. **Precautions** In patients who are receiving medication for hypertension, cardiac irregularities, hyperthyroidism or diabetes mellitus, caution should be exercised. Caution should be observed in patients with relevant previous eye disease or surgery. Not suitable for patients suffering from dry eyes without first seeking medical advice. Rebound congestion may follow continued use. Inflammation arising from infection should never be treated with antihistamines. **Side effects** Slight transient local stinging may occur. Very occasionally blurred vision, headache and drowsiness. **Overdosage** There is no experience of overdosage. **Pharmaceutical** 8665/0002 PH Number 582/61 CIBA Vision Ophthalmics, Flanders Road, Hedge End, Southampton, SO30 2LG England. Basic NHS GMS price £2.49. IR £3.49. Legal Category (2). Date of preparation March 1995. CVO Ref 287.

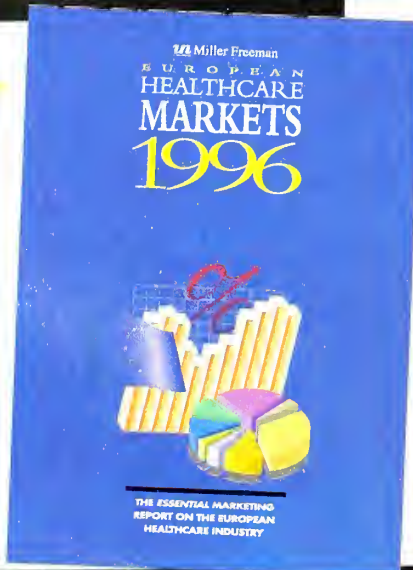


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EUROPEAN  
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MARKETS

1996

**THE ONE REPORT YOU NEED TO KEEP IN TOUCH WITH  
EUROPE'S DIVERSE HEALTHCARE MARKETS**

Consisting of over 500 pages of text and data tables, Miller Freeman's European Healthcare Markets 1996 provides the complete one-stop reference work for anyone involved in European healthcare and pharmaceuticals. The report is available from Miller Freeman Professional Ltd priced £649.



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Tonbridge, Kent TN9 1RW. Tel: 01732 377415 Fax: 01732 361534



UL Miller Freeman



◀ Continued from P661

## Stumbling into the Net

I have only just come across your Internet site – entirely by accident. I think it's excellent that something like this is up and running. I shall certainly be adding you to our hotlinks at the next update of our site.

Please drop in at:  
<http://www.nahat.net/>  
**Maria McCudden**  
National Association of Health Authorities and Trusts

## Damned lies and ... statistics

May I comment on your article entitled 'The Hidden Dangers of Home Sweet Home' (C&D April 13) in which you quote the DTI statistics on Home Accidents 1994, inferring that fireworks are safer than balloons because "only 47 people were hurt by a firework compared with 56 by a balloon".

Statistics can be made to prove anything and this could be an excellent example.

The figures only quote the number of accidents and do not reflect the severity of injury, which would also need to be taken into account in deciding whether one thing is

'safer' than another.

The reason I am prompted to write is that in November, 1994, I witnessed a firework accident at an organised display. The firework exploded, shooting its contents into the crowd. One piece of the burning firework lodged in the clothing of a toddler in a pushchair near to where I was standing. The toddler suffered burns which I am led to believe resulted in skin graft treatment.

I will never forget what I witnessed that night, and now know from first-hand experience that fireworks are potentially very dangerous.

**Hilary Davies**  
Nottingham

## The dangers of KY jelly

This interaction warning was generated by our Mediphase system: 'Interaction Warning. The effects of KY jelly are significantly enhanced by terfenadine tabs causing an increased risk of ventricular arrhythmias.' The date of dispensing was 28/04/96.

We wonder what effect of KY jelly was enhanced by terfenadine?

**O Supyk**  
Hinckley

# New image for Murrays

This spring marks a landmark in the 76-year history of Murrays, the West Midlands-based chain of independent chemists. The company has just opened its doors on its new Malvern store and a whole new image. The store's stunning glass frontage, curved ash wood counters and distinctive snakes lighting raft is a departure from the more traditional design of the company's other 11 stores. "Malvern was a new acquisition for us and involved the transfer of the licence from nearby premises," says managing director Duncan Murray. "We actually took over a former wool shop on the main shopping thoroughfare which falls within a conservation area. This meant tailoring our design aspirations, for the frontage at least, to those of the planning



regulators who were obviously looking for something fairly conventional. I think it manages to project the primary healthcare message in a contemporary and inviting way," comments Mr Murray. And the customer response? "Very positive – it's eye-catching and it's bringing them back!"



## The new Silica range from Abtei. Why offer your customer less?

Caring for shiny hair, supple skin and strong nails is important for everyone, and now many people have discovered the value of silica, it will soon be on the shopping list of every health conscious customer.

To meet this demand, Abtei, Germany's leading suppliers of OTC health food supplements, have launched their Silica range for skin, hair and nails in the UK – so you can now offer your customers this



supplement in five varieties – **Effervescent Tablets**, **Chewable Tablets** (with calcium and vitamin C), **Forte Capsules**, **Silica Powder** and **Silica Gel** (which can also be used externally) – a choice for everyone.

The launch will be supported with extensive advertising in women's general interest and health magazines and practical point-of-sale material.

## Plus high potency Multi-vitamin Forte capsules



For performance and fitness offer your customers new Abtei Multivitamin Forte capsules, with iodine and selenium

Give your customers choice, stock the complete Abtei Silica and Multivitamin Forte range – they're available now direct from all good wholesalers across the UK.

In Germany, Abtei have been leading the way in making vitamin and mineral supplements and healthcare products for 99 years.

Respected for the use of natural minerals and plant ingredients, Abtei preparations combine the skills and wisdom of the early monks of Marienmunster (Abtei is German for Abbey) with the latest scientific knowledge. We believe natural

healthcare is important, so we urge you to: 'please stay healthy'.







When the Mitchells decided to turn their pharmaceutical lives upside down by moving from Oxford to rural Scotland, they had no idea what it would entail. **Mike Jeffree** finds how they made a success from potential failure

**Y**ou often hear of people abandoning the urban rat race for some rural idyll where they've always wanted to live, only for the dream to turn sour. And for a while after Caroline and Graham Mitchell sold up in Oxford and bought the pharmacy in Golspie, 50 miles from Inverness, it seemed this might be the case for them.

The couple had fallen for Scotland on family holidays, but thought they wouldn't be able to move there until retirement, so when the Golspie business came on the market they leapt at the chance. After a few months, however, they realised the small, 100-year-old outlet was not the place to take pharmacy into the 21st century.

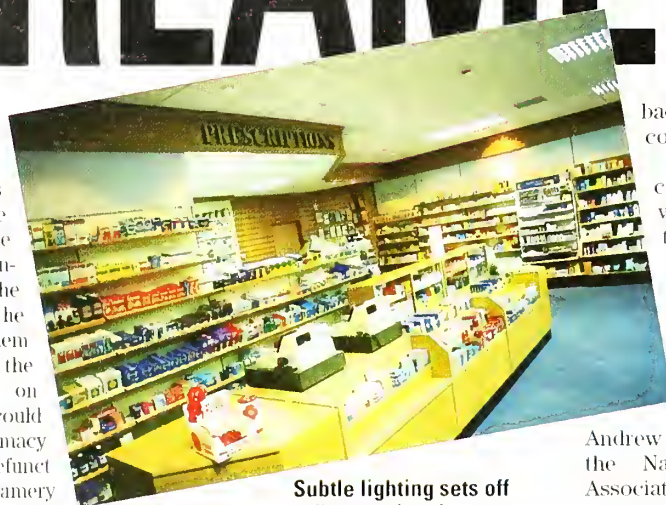
"We were very constrained by the space," explains Graham Mitchell. "Also, the dispensary was very cut off from the rest of the premises, so it was difficult to have direct contact with people. It was very much 'us and them' and just didn't fit in with our ideas about pharmacy's role in healthcare in the community."

One option the Mitchells considered was to extend the phar-

# THE PHARMACY THAT GOT THE CREAMERY

macy into the rest of the premises. But this was also their home and would have meant living entirely 'over the shop'. Then the idea struck them that would get the dream back on track. They could move the pharmacy into the defunct Claymore Creamery nearby, which had been on the market some time. The cost would be 'horrendous', but they decided they had to do it.

"It's a lovely, spacious building that, we felt, would be right for a pharmacy," says Mr Mitchell. "Also, although it might sound



Subtle lighting sets off light oak fittings in what now looks like a 'big town' pharmacy

corny, as the people of Golspie had been so welcoming and we were going to make our life and living here, we felt it was right that we should give something

back by investing in the community."

Once they'd bought the creamery, the next step was to work out how to turn the 18th century building into a modern, extended role pharmacy, while retaining its glowing sandstone good looks. So the couple sat down with Sutherland architect Andrew Colvin and Ray Todd of the National Pharmaceutical Association. "This gave us all the perspectives: pharmacist, male, female, shopfitting and architectural," comments Mr Mitchell.

The consequence of the brainstorming was that the creamery's offices were knocked through, the back wall demolished and the premises extended using the



# Ancient and MODERN

**Phil Romeril's Channel Island pharmacy has been retro-refitted to its former glory. Mike Jeffree soaks up some of the history**

original sandstone from the wall and dairy yard buildings. At the same time, the facade was spruced up, with the dormer windows retained to keep the 'cot-agey-feel'.

When all the structural work was finished, the Mitchells had a total shop floor area of 2,000sq ft. Next, the Scottish arm of shopfitter ZAF moved in, installed customised light oak shelves and racking around the walls and matching, free-standing gondolas, setting everything off with subtle lighting and blue carpet. They also put in an over-sized doormat so that, in the depths of a muddy Scottish winter, farmers and crofters, and young mums with buggies wouldn't be deterred from coming in.

"What we've now got is a 'big town pharmacy', which is perfect for customers to browse and great for us to work in," says Mr Mitchell. "It's also allowed us to expand our range considerably. We've doubled our perfumery selection and also introduced other products which we felt the

**The area and the people are wonderful and we've got the pharmacy we want**

people of Golspie – being around an hour from Inverness – might find useful. These include more baby goods, buggies, underwear, woollens, gloves, towels and even bedlinen."

Critically, the Mitchells also now have an ultra-modern, LINK System-equipped dispensary. This is raised above the shopfloor – useful for keeping an eye on the teenagers who descend on the pharmacy after school – but is also completely open, so customers can talk easily to the Mitchells and their pharmacy assistants. "There is also an area separated by a chest-high partition for general consultation, and a private office if people want a more confidential chat," explains Mr Mitchell.

Opened in the new year, the new Mitchells Chemist is already attracting custom from far-flung outlying areas, as well as the residents of Golspie (a village of 1,200 people and two doctors). The Mitchells themselves clearly feel their dream has come true.

"I can honestly say we've got no regrets about moving here," says Graham Mitchell. "The area and the people are wonderful and we've got the sort of pharmacy we wanted."

**W**hen Phil Romeril took over F G De Faye Chemists in St Helier in 1991, the place was hiding its light under a bushel. Well, to be more precise, it was hiding its heritage under Formica.

The pharmacy has a fascinating history, with its launch date of 1882 making it one of the oldest in the Channel Isles. In its early years, De Faye's developed a reputation for its own-brand mineral water which it took from a nearby natural spring. Even better known was its special blend eau de cologne.

"This had a royal warrant from Queen Mary and was also used by Lilly Langtry," says Mr Romeril with pride.

Another dramatic period for De Faye's was World War Two, with the pharmacy staying open throughout the German occupation of Jersey.

Eventful though this past was, however, by the time Mr Romeril bought the business, little of it was apparent. Ten years before, the previous owners had undertaken a major refit, replacing the classical mahogany fittings with clinical 1980s display systems. From the start, Mr Romeril was determined to throw these out.

"The new fittings may have looked fine when they were installed, but hadn't aged very well," he explains. "Also, being a local, I was fascinated by the pharmacy's history and was determined to recover some of the old image."

An added incentive to restore the pharmacy's former glory was to differentiate it from its two nearest rivals, both now part of the Lloyds' chain.

The 'retro-refit' began last July, with local firm Tower Shopfitting taken on to do the work. Its first task on the way to creating a 'modern pharmacy with the feel of the old' was to open up the premises by removing a partition wall and all free-standing units and putting



**Out went the 1980s' Formica display systems in favour of retro-fit, French polished by local craftsmen**



the dispensary in the old stock room. Next, 24 new one-metre modular shelf and slat hanging systems were installed around the walls.

"The end result is a 50 to 60 per cent bigger store that customers can move around easily and that allows them to see the whole premises when they enter," says Mr Romeril. "With the help of Unichem planograms, we've also been able to co-ordinate display more effectively and the increased

space has allowed us to expand our homeopathic display and dedicate a four-metre area to health education literature."

The new fittings at De Faye are

mainly constructed in oak veneer and, to create a really authentic look, they have all been French polished by a local craftsman.

To reinforce links with the past, Mr Romeril has also unearthed old photos of De Faye's going back beyond the last war and created displays of old prescription books and medicine bottles.

The work at De Faye's took five months – two more than expected. But Mr Romeril and his team of three full-timers and two part-timers were able to work round the builders and, now everything is more or less finished, he's convinced it's been money well spent.

"Our dispensary figures are already up 15 to 20 per cent," he comments. "Some of this may be due to the prevalence of flu this year and also the novelty of the refit – but I'm sure it is also down to the fact that this is now a more pleasant, interesting and distinctive pharmacy."

Over the next few months, Mr Romeril hopes to make De Faye's even more attractive. He is still fine tuning the displays and also has plans to create a few more links with the pharmacy's history. One of these will be a sepia print of the current staff in Victorian costume!

**The end result is a 50 to 60 per cent bigger store that customers can move around easily**



**Payment by plastic is increasing. And electronic processing, which enables retailers to accept a wider range of cards, beat fraud and cut costs, is now cheaper than ever. Peter Willis cuts the pack and looks at the deals**

**C**ould you be turning away trade by failing to accept the right sort of cards? Payment by plastic is the chosen method for more and more people, with debit card use in particular increasing rapidly. However, the number of outlets fully geared-up to take them is only about one-third of those dealing with credit cards.

A quarter of all retail transactions are now by credit or debit card, and spending using these is growing much faster than total retail sales. Pharmacies are one of the major growth areas for card payment.

Debit cards account for more retail purchases than credit cards or cheques – over 800 million transactions in 1994. This number is expected to rise to 1.8 billion by 2000.

The average value of a debit card purchase remains lower than that on a credit card – \$27 compared with \$45. Debit card usage is still narrowly concentrated – two-thirds of such transactions take place at supermarkets or petrol stations – but it is spreading. The increase in card usage in pharmacies, bookshops and record shops in 1994 was partly fuelled by a 60 per cent rise in debit card use.

### Credit growth

Credit card use, after a slight slip in 1991, has grown throughout the 1990s, with growth of 9 per cent in 1994. Their use is currently about equal to that of debit cards, but is forecast to grow more slowly over the next five years, reaching only 1.2bn transactions by 2000.

Payment by cheque with a guarantee card has dropped from 1.2bn transactions (excluding non-retail payments) in 1991 to fewer than 800m in 1994.

More people (53 per cent of adults) carry debit cards than credit cards (40 per cent). Despite this, Switch, the largest debit card brand with about 14m cards in circulation, is accepted in only about one-third as many retail outlets as credit cards – 164,000 outlets compared with 425,000.

Why is this? The answer lies in a mixture of inertia and technology. The debit card, Visa Delta, issued by Barclays and Lloyd's banks, may be processed like a credit



# Take a card ... any card

card, either on paper, with zip-zap machines, or electronically. Retailers that accept credit cards need no new equipment to handle Delta.

However, the Switch card uses an all-electronic system. Switch was launched by the Midland, Natwest and the Royal Bank of Scotland, and is now issued by around eight banks and building societies.

To access this market, businesses will have to go electronic. This is not as costly as it once was and may even save retailers money. The rental charge for terminals has fallen substantially over the last few years. These are negotiated individually, but \$20 a month, down from \$50 three years ago, is not uncommon.

There are savings that can be offset against this. The merchant service charge (paid by the retailer for transaction processing) is reduced when an electronic terminal is installed. Auth-

orisation costs also come down: automated authorisation through

electronic terminals is paid for by the acquirer, not the retailer. On-line data capture also speeds the turnaround at the acquirers', meaning that transactions are processed more promptly.

In the shop, staff save time because processing payments is speeded up, and there is no need to tot up paper transaction slips and take them to the bank.

There is also the issue of fraud. For the acquirers, one of the chief benefits of electronic processing is less fraud as a result of automatic authorisation. Lower shop floor limits (the level at which a transaction must be authorised), introduced to fight fraud, have been one of the

factors in increased electronic terminal use. One of the attractions of cards for retailers is that the risk of fraud is passed on to the card companies – but only if the proper procedures are carried out by the retailer's staff. Failure to do so can result in a chargeback. Automating the transaction virtually eliminates the risk of any human error in this procedure.

### Electronic processing

Two main types of electronic processing are available to businesses. On-line, which automatically requests authorisation for each transaction. This is most suitable for businesses where higher-value transactions are the norm.

Off-line terminals collect transaction data and poll it at the end of the day, but can seek authorisation when needed. They are more suitable for high-volume, lower-value transactions.

Debit card processing charges are likely to be lower than those of credit cards. Debit card service charges are based on a flat fee, unlike credit cards where a percentage is charged. According to Barclays Merchant Services, which processes transactions for retailers, the average charge for a debit card negotiation is 16.4p, compared with 1.6 per cent on credit cards.

However, rates can vary considerably, according to the retailer's volume of business, the value of transactions, the type of sector and the risk of fraud. Credit card fees can be as high as 4.5 per cent. For debit cards, acquirers can charge as much as 98p, but this is relatively rare, in most cases having a debit card transaction processed is cheaper than paying a cheque into a bank.

There is a lower limit for charges – around 1.1 per cent for credit cards – due the interchange fee, the part of the charge which is handed

on to the card issuer, which the acquirer, rather than the retailer, negotiates.

The merchant acquirer business is hugely competitive, so it is worthwhile shopping around for competitive quotes. It may also be

worth checking whether a deal is available through a trade association or buying group.

Businesses are increasingly using, as well as accepting, plastic. Company purchasing cards simplify the sale and purchase of business supplies, improving cashflow and – just as in the retail sector – enabling suppliers to trade with unknown customers with confidence.

**Debit cards account for more retail purchases than credit cards or cheques**



## Mrs Lloyd nets £13.5m in share sale

Marilyn Lloyd, wife of founder and chairman of Lloyds Chemists, Allen Lloyd, has sold her entire three million shareholding in the company for \$13.5 million.

The shares were sold at 450p, well below the prices offered by both Gehe and Unichem, the two companies competing to take over Lloyds.

The company says Mrs Lloyd has disposed of her stake "solely with the view to diversifying her assets".

Mr Lloyd, who owns 6.1m shares, has said he will retain his holding until after the Monopolies and Mergers Commission completes its investigation into the rival takeover bids. The MMC is expected to report in July.

There has been some surprise in the City at the price at which Mrs Lloyd sold out, as well as the timing.

## New JIC rates from April '96

The National Joint Industrial Council for Retail Pharmacy has decided that its salary scales for pharmacy managers and pharmacists are unrepresentative of those actually paid and should therefore be withdrawn.

The Council has recommended a 2.7 per cent rise on its 1995 agreement for shop assistants and dispensing assistants. A \$3.20 a week increase raises the minimum for shop assistants in the provinces from \$118.62 a week to \$121.82.

The special relief rate, where difficulties are being faced by a pharmacy employer providing an essential service, has been lifted to a combined NHS and counter turnover of \$4,985.

The rates are a contractual minimum for staff employed

prior to April, 1995, and the agreement is being continued as a useful guide for employers and trades unions.

**National Joint Industrial Council for Retail Pharmacy minimum weekly rates of wages from April 8, 1996**

### Dispensing assistants

Age	London	Provincial
20	£133.06	£132.29
21	£136.48	£135.66

### Shop assistants

Age	London	Provincial
16	£79.56	£79.17
17	£91.83	£91.36
18	£104.01	£103.54
19	£122.36	£121.82

## Flotation of Vanguard Medica Group

Dealing was expected to begin on May 9 in 11 million ordinary shares of the Vanguard Medica Group on the London Stock Exchange. At the placing price of 450p per share, the company will be capitalised at \$111.5 million.

The proceeds will be used pri-

marily to fund development of existing compounds and to acquire new ones.

The biopharmaceutical group, established in 1991, is building a portfolio of new drug candidates through in-licensing and collaborative agreements.

## Medicines: Britain's second biggest export earner

The British pharmaceutical trade was second only to the oil industry as a net contributor to the UK economy in 1995, according to final figures from the Association of the British Pharmaceutical Industry.

Exports of pharmaceuticals were worth \$4,935 million, compared with \$4,001m in 1994, while imports stood at \$2,802m (\$2,304m in 1994).

Dr Trevor Jones, director general of the ABPI, said the figures showed the enormous contribution the industry made "towards the wealth - as well as the health - of the nation when given the scope to develop the long-term strategies essential in a research-based industry."

"The benefit to Britain's economy in jobs, foreign earnings and tax revenues is also worth \$2 billion a year."

Dr Jones, however, warns that imports are growing almost as fast as exports. It is vital that any Government, of whatever persuasion, continues to provide a stable environment, he says.

There was a 57 per cent jump in the trade surplus with the US and exports to the EU rose 38 per cent to \$2,592m. Exports to Australia rose by 68 per cent.

## Merck sees Seven Seas as UK base for growth

Hanson has sold Seven Seas to the Merck Group of Darmstadt, Germany, for \$150 million.

Seven Seas' managing director, Clive Dixon, comments: "We shall continue to be based in Hull, where most of our products are manufactured."

Merck has not previously had a base for OTC sales in the UK and sees the purchase as an opportunity for expansion.

The company's comment from Germany last week was that the move "closes the last significant gap in Europe". With the acquisition, it will have European self-medication sales of some DM360m.

Merck already markets a range

of vitamins, skin care products and over the counter medicines, including a cough and cold preparation, and a chewable antacid product launched in 1995. In recent months, it bought

Monot, a French herbal products company.

Seven Seas employs more than 400 people and has around 30 per cent

of the UK market for vitamins and mineral supplements. It was acquired by Hanson in 1986 as part of the Imperial Group. In the year to September 30, 1995, it had sales of \$59.3m.

The sale takes the total amount realised by Hanson through the group's disposals to \$2.5 billion.

**SEVEN SEAS**

## EU probes merger

The European Commission has begun a four-month investigation into the proposed £24 billion Ciba-Geigy/Sandoz merger. Shareholders of both companies approved the move which would create Novartis, the world's second largest pharmaceutical company. Novartis would have annual sales of £14.5bn, surpassing Merck and ranking just behind Glaxo Wellcome.

## Boots' pharmacies abroad?

News stories in *Marketing* magazine and the *Sunday Times* suggesting that Boots is looking at setting up its own international chain of pharmacy outlets have been described by the company as "purely speculative". A Boots' spokesman did not want to add anything. The *Marketing* article suggests that the lucrative German market is likely to be the first considered.

## Export option ignored

Eight out of ten UK small businesses trade solely within the UK. Yet they face an increasing threat from foreign suppliers competing in the domestic market. By not considering trading overseas they may be limiting their competitiveness and potential for growth, says Barclays Bank, which has researched the topic and produced a guide on importing and exporting.

## Means to justify end

Government ministers considering new regulations which affect business will have to personally certify that they have read a cost assessment before giving the go-ahead and that the benefits justify the costs, minister for deregulation Roger Freeman confirmed last week.

## Lottery diversion

As many as four million shoppers reject shops without National Lottery terminals, claims market analyst Mintel. Paul Rickard, head of research at Mintel, says: "This is most acute for small retailers, and is creating two tiers of trading - those with terminals who enjoy the benefits of extra shop traffic and incremental profits, and those without ..."

## SB's injunction

Smithkline Beecham has been granted an interlocutory injunction by the UK High Court to prevent Norton Healthcare from importing a generic version of SB's antibiotic, Augmentin. The case is expected to come to trial in July.



# Pharmacists gain from Revenue's tax ruling on insurance premiums

Community pharmacists will be obtaining tax repayments, in some cases substantial, following a recent ruling by the Inland Revenue. They can now set insurance premiums to cover the cost of taking on a locum against profits.

The new rules will apply to all accounting periods starting on or before October 1, 1996, as well as to accounting periods before then where the profits have not been agreed and where the assessments have not become final. Under the error or mistake provisions, it will be possible to go back six years to obtain repayment of tax on the premiums. But there will be no need to make a retrospective claim unless it is to the pharmacist's benefit.

In the past, the Revenue has

taken the view that premiums and benefits under policies taken out to indemnify professionals against the costs of taking on a locum or other practice expenses in the event of their illness or incapacity should not be allowable against profits.

The rules will apply if a person is obliged to take out such insurance, whether because of professional requirements or NHS regulations, or does so out of commercial prudence.

However, some policies also include insurance against the cost of medical treatment for the policyholder and only the part of the premium relating to practice expenses will qualify as tax deductible. Receipts when using a locum will become taxable.

Explaining how the ruling

came about, Derek Allen, director of taxation at the Institute of Chartered Accountants of Scotland, explains that "it all began with doctors". A number of accountants in the Institute raised the issue in the context of other health professionals and it was taken up centrally by looking at judicial precedents.

Alex McDougall, convener of the Institute's taxation practices committee, says: "We are pleased that the Inland Revenue has accepted our argument. We couldn't see any reason why what are legitimate business expenses for pharmacists should not be allowable against tax." Prior to the agreement, acceptance of insurance premiums by local tax inspectors was "by no means universal", he adds.

## Medic Herb distribution

Following the purchase of Medic Herb (UK) by Lichtwer Pharma (UK), it has been agreed that the Kallo Group will continue to be responsible for storage, distribution and sales pertaining to Medic Herb products. Lichtwer will be responsible for overall marketing of the range.

## Zeneca's US patent

Zeneca has defeated a challenge from Canadian group Novopharm to its US patent on tamoxifen, marketed as Nolvadex. It has won the first round in the district court for Maryland to prevent generic versions being marketed.

## Tudor back in market

Tudor Photographic is re-entering the camera market by supplying Advanced Photo System film and cameras, including Fuji's APS films, Fotonex APS cameras, Nikon's Nuvis and Minolta's Vectis APS camera ranges.

## SB invests in vaccine R&D

Smithkline Beecham is investing £80 million in a vaccine R&D site at its headquarters in Rixensart, Belgium. Jean Stephenne, senior vice president at SB Biologicals, says: "This investment guarantees that we can meet demand for increasing volumes, while maintaining high standards of quality and consistency."

## Chiroscience goes it alone

Chiroscience Group, the Cambridge-based biotechnology company, has withdrawn from its alliance with Pharmacia & Upjohn to develop and market levobupivacaine, the long-acting local anaesthetic. Over the next three years, the company expects to invest £12 million in developing the product.

## L'Oréal/Laura Ashley link

Laura Ashley has signed a licensing agreement with L'Oréal, the cosmetics and fragrance house, which will involve the development and marketing of exclusive fragrances, toiletries and skin care products to be sold under the Laura Ashley brand name.

## Ethical agreement

Ethical Holdings has signed an agreement with the Canadian-based Drug Royalty Corporation for the acquisition by Ethical of royalty interests and product rights previously granted to Drug Royalty for a number of key products in Ethical's portfolio.

## COMING EVENTS

### SUNDAY, MAY 12

#### Oxfordshire Branch, RPSGB

Morning tour of the Oxford Botanic Garden conducted by the *Horti Praefectus*, Timothy Walker, starting at 11.00am, followed by lunch.

### TUESDAY, MAY 14

#### Oxfordshire Branch, RPSGB

Green College, 7.30 for 8.00pm, annual general meeting, preceded by a review of 'Antihistamine therapy' by Julian Madden.



## Former Crookes Healthcare executive faces theft charges

Kevin Wilson, former managing director of Crookes Healthcare, is to appear at Nottingham Magistrates Court on August 1 for criminal proceedings.

He faces charges of conspiracy to defraud, and several charges of theft and false accounting.

Mr Wilson (pictured left) left Crookes in June, 1993.

## Proteus makes £9.5m cash call

Proteus International, the computer modelling and drug design company, has raised \$9.45 million in a two for three rights issue at 45p per share.

The issue has been fully underwritten by Henry Ansbacher, Tetler & Greenwood is the broker.

Proteus has entered into a licence agreement with Enfer Scientific to develop and market Proteus' post-mortem BSE diagnostic test in Ireland, the Benelux countries, Germany and France. A global licence agreement has also been concluded with Janssen Pharmaceutica for the group's GnRH immunocastration vaccine for use in animals.

## European generics boom predicted

The generics market in Europe could grow by more than 75 per cent over the next decade to reach a value of \$11.7 billion by 2005, with generics approaching 40 per cent of the total prescription market, according to PROMAR International. In 'Generics in Europe 2005', it argues that the involvement of doctors in budget management will be one of the most powerful tools in encouraging the use of generic products.

North American generics manufacturers are also likely to stimulate growth of the European market as their own market reaches saturation point.

Major generics activity in France and Italy by companies such as Gehe, Rhone-Poulenc Rorer, Hexal and Merck can be taken as an indication of the size to which these generic markets

are expected to grow in the near future. The impact of this rapid growth will be felt by both generics and branded manufacturers.

For the generics industry, pressures to compete will lead to industry concentration and to the emergence of pan-European players, predicts PROMAR.

Because of the substantial threat faced by branded manufacturers, lifecycle management should become a central feature of every brand company's planning process. This will have to incorporate everything from R&D activity to rejuvenate the portfolio, to Rx to OTC switches where appropriate to maintain revenues after product exclusivity is lost.

'Generics in Europe 2005' by PROMAR International, \$7,500. Tel: 01635 46112.



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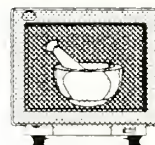
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Appointments, situations wanted, and businesses for sale will be incorporated as lineage advertisements under the appropriate Classified headings.

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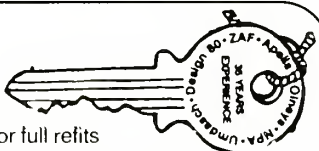
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## Drug run makes history

An old drug run has led to a new chemist shop being built in Pickering, North Yorkshire.

In fact, all of the shop's fittings are salvage, because this chemist shop is a replica constructed in the town's Beck Isle Museum of Rural Life.

For younger readers, a drug run is the bank of drawers that held the chemist's drugs and remedies, and formed the centrepiece of the shop.

The outside drug run, dating from the 1840s, has caused storage headaches since it left its original site in Allenby's Chemist in Helmsley, Yorkshire.

A new home in a Thornton Dale pharmacy was designed, but the 12 feet by four feet drug run would not fit, so it went to

the pharmacist owner's home. When he moved house, once again the run proved too cumbersome, so he put it up for sale.

It was earmarked for Australia, but a grant from the Science



Museum in London allowed the fixture to be bought by the Pickering museum.

Even the museum found it too big to keep in storage, so it was

decided that a new gallery, featuring a Victorian chemist shop, would have to be built.

Museum curator Paul Glew enthuses about the drug run: "It is in beautiful condition, with glass knobs and gold panelling, and the drawers are all dovetails – all specially made."

With contributions of old carboys and shop rounds and other fixtures and fittings, the shop is now one of the prize exhibits of the museum.

Mr Glew says: "You even get a carbolic smell when you go inside." He says that the favourite display for children is the sweet shop, but he has noticed that the children like hanging around the chemist shop, too.



Andalusia, Spain, is the destination for pharmacist Michael McMullan and his wife this summer, courtesy of Adcock Ingram. Mr McMullan (shown left) of P J McMullan Chemists, Ballycastle, co Antrim, has won the Lemplus '£1,000 Holiday of Your Choice' competition by correctly answering questions about Lemplus cold and flu capsules and powders. He was presented with £1,000 of travel vouchers by Bob Auld of Adcock Ingram (UK)

## Walking to the top

Are you feeling fit? Or do you need some exercise? If so, you could join the Oshwal Pharmacists (TOP) for their annual walk on Sunday, June 23.

This year's sponsored 10km walk will start from the Oshwal Centre in Potters Bar, Hertfordshire. Organisers are hoping to raise more than last year's total

of \$12,000. The charities chosen to benefit from this year's effort are the British Diabetic Association, Sight Savers International and the Oshwal Association of the UK.

Anyone interested in taking part or sponsoring walkers should contact Dilip Maroo, secretary of TOP, on 0181 446 6604.

### APPOINTMENTS

The National Office of Animal Health has elected **Brian Clark**, commercial director of Gramscian Pharmaceuticals, as its chairman; **Peter Richards**, Hoechst UK, as vice chairman; **Peter Coe**, Pfizer, as past-chairman; and **David Finney**, Ciba Agriculture, as treasurer.

**Joe Ashgar** has replaced **Peter Hopley** as the new regional adviser for the College of Pharmacy Practice in the Border area.

**Jane Lightfoot** has been appointed UK sales manager for Pharmavita, distributor of Nourella and Nourkrin.

**Rupert Hodges** has been appointed the first communi-

cations director for the British Retail Consortium.

Celsis International has made **Hugo Verpeet** its European managing director.

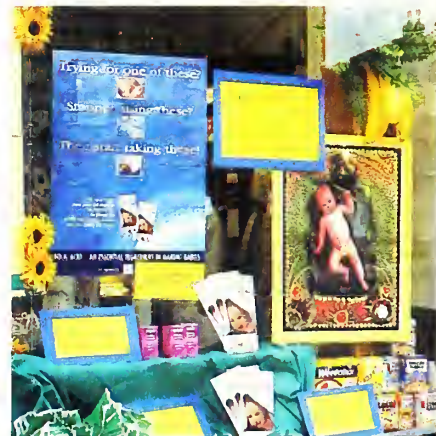
**Dr Peter Dewar** has been appointed operations director at Oxford Asymmetry.

Astra US has elected **Jan Larsson** as its president and chief executive officer.

Ranbaxy Laboratories has appointed **Peter Wittner** as its UK business manager.

The new group marketing manager (personal care) of Philips DAP is **Barry Coldbreath**, who also retains his position as divisional publicity manager.

The winner of the Health Education Authority's folic acid awareness competition is **Jane Callaghan** of Cranshaw Chemist, Bingley, West Yorkshire. Her prize-winning display (pictured) won her a new Canon EOS 5000 camera. Second place went to **Mavis Anstey** of Brunel Pharmacy, Saltash, Cornwall, and third was **Debi Curran** of Vantage Chemist, Staveley, Chesterfield



**Geeta Patel** lost a car but gained £1,000 as the winner of the 'Know Your Do-Do Chesteze' competition. After successfully completing a questionnaire, she had one final test – to choose one of 50 boxes. The keys to a new Renault Clio were contained in one, and the other 49



each contained a cheque for £1,000. Alas, able to open only one box, the keys eluded her, but she was consoled by the cheque. Geeta, a pharmacy assistant of Wigston Pharmacy, Wigston, Leicester, is shown with **John Buchanan**, territory manager for Zyma Healthcare, sponsor of the competition



*The 1996 NPA Challenge Cup, organised in conjunction with Pharmacy Today and Chemist & Druggist, will take place at the Aldenham Golf and Country Club, just off the M25/M1, on Tuesday, June 11th.*

# The 1996 NPA Challenge Cup



**J**oin us for a great day's golf at the Aldenham Golf and Country Club and play the challenging course in the company of other pharmacists. Tournament play will be for the prestigious 'NPA Challenge Cup' together with other competitions and individual prizes.

Open to all golfers, our annual golf day on June 11th is fast approaching. Places are limited, so anyone who has not registered their interest in playing should do so by returning the form below as soon as possible.



The full day's golf and hospitality will start when players arrive and enjoy coffee and biscuits and pick up their score cards, before teeing off for the morning team competition over 9 holes.

Following lunch the individual competition will begin. This Stableford rules competition will be played over 18 holes and incorporates integral competitions, plus other individual prizes.

After the day's golf, players will be able to relax over a drink before the evening three course dinner, speeches and prize giving ceremony, where the overall winner will claim the handsome 'NPA Challenge Cup'.



**Fee for the full day's activities is £68 including VAT.**

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